[DATE]

Contact Name

Address

Address2

City,

Province

Postal Code

**RE: [YOUR COMPANY NAME] IS LAUNCHING A NEW SERVICE!**

Dear [CONTACT NAME],

We are very pleased to announce that effective immediately, we will be providing a new [SPECIFY] service. This new service will have the following key features:

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We truly believe that [YOUR COMPANY NAME] would greatly benefit from this service. We can set up a demonstration in your office or ours, free of charge, for you to see how this new service can be of value to [YOUR COMPANY NAME].

We would be pleased to have the opportunity to work with you. Please give me a call on [TELEPHONE NUMBER].

Kind Regards,

[YOUR NAME]

[YOUR TITLE]

[YOUR PHONE NUMBER]

[YOUREMAIL@YOURCOMPANY.COM]

[IF SENT BY EMAIL YOU MAY INCLUDE THIS NOTICE]