

<today>

<company.organization>

<company.address1.>

<company.city>, <company.state> <company.zip>

Attn: Director of Purchasing

<salutation>

We would like to announce our firms decision to include the fine product line of <company name> as a NEW and beneficial extension to the proud line of < category> products we currently offer to our customers.

We are sending you complete literature and pricing regarding these fine products. We hope that this increase in our product line will prove as beneficial to your company as it shall be to ours.

If you have any questions or comments regarding this fine line of products, please do not hesitate to contact me directly. Thank you.

Sincerely,

<name>