

[This is a letter, the import of which is self-explanatory. All names have been changed for privacy.]

Inside address
date

Dear Mr. Customer Name:

You are one of our most valued customers, and we wanted you to be among the first to learn about the exciting changes that are taking place at XYZ Company. As you probably know, XYZ Company has experienced phenomenal growth since its founding in 1998, and that growth has continued right up to the present time. Our second quarter sales for 2008 were exceptional, and we are extremely proud to number companies such as Exceptional Laboratories, Up & Down, and Terrific Company, as members of the user community.

The company's success has been due, in no small part, to the outstanding leadership of our co-founder and chief executive officer, Sam Everyman, who has ably shepherded XXZ Company through the entrepreneurial phase of our growth. In a crowded and competitive field, we have vied with larger and longer-established companies and carved out an important share of the market. We believe that customers chose XYZ Company both because of the first-class product we provide and because we at XYZ listen to our customers. We mean it when we say, "Our business is *your* business."

Sam Everyman has been among the chief "listeners." Many of you know him personally. He has been that kind of CEO, often out in the field, learning first-hand what customers want and need. So it's with enormous gratitude for all that he has done that we announce today that Sam Everyman is stepping down as CEO. He will remain an active member of the board.

We are presently conducting a search for a new chief executive officer who has the leadership skills to transition us from the exciting entrepreneurial enterprise we have been to the more mature, stable, growing company we are becoming. We anticipate that the new CEO will be a seasoned software executive with a proven track record in company building. Until the new CEO comes on board, XYZ Company's CFO and COO, John Doe, will act as interim CEO as well.

We are moving into our next growth phase with renewed commitment to providing world-class products with firm – and faster – delivery dates. "Our goal is nothing less than best-in-class," says Doe. To assist with software development and delivery, Herman Person has joined the XYZ team as a consultant. Person has more than 30 years of wide-ranging experience in the application of information technology in various industries, most notably the ABC industry, with which he has been involved for the past 10 years. His background includes line management, project management, business development, systems analysis, and due diligence. Person has served on the boards of directors of startups, public corporations, and nonprofit organizations. In addition, he teaches project management and information science courses at Big State University.

We are also pleased to announce the addition of Paul Human as a consultant and member of the XYZ board of directors. Over a 37-year career, Human has been involved in all aspects of the ABC industry, serving with such companies as Big Box, Some Equipment, and Nowhere Manufacturing.

“I am joining the board because, after spending a week with the people here – and with my personal knowledge of the ABC industry – I see exciting opportunities ahead for XYZ,” says Human. Over the next three months, Human will work closely with John Doe on a range of strategic and tactical issues related to product development, sales, and delivery. Human also plans to talk with product users to learn their needs and concerns.

What do these changes mean to you as a user of XYZ products? Simply that your satisfaction is our highest priority. That has been our goal since our first days as a fledgling startup, and it will continue to drive our operations as we move forward into a new phase of development. We are making these changes to provide you with better service and better products. We are confident that Version A, which is on the drawing board now, will meet or exceed your expectations, and we are pledged to give firm delivery dates and meet those commitments. If you have any concerns, talk to us. We’ll listen.

Sincerely,

Whoever is to sign this.