

Melanie Rembrandt

Subject: Your special thank-you and discount from Beach Express



Hi Scott,

How are you?

I'm Chris Musgrove, the facility manager here at [Beach Express](#). I just wanted to send you a quick note to let you know how much we appreciate your business.

However, we noticed that you haven't been around for some time, and we'd like to have you back as a regular customer.

Sure, you know you'll save time, gas and hassle by using the [Beach Express](#).

But how would you like to save \$10.00 right now?

As a loyal customer, we will give you a \$10.00 discount on your next account payment... and it's easy as 1-2-3:

1. Visit our website at [Beach Express](#).
2. Follow the instructions to make a payment on line.
3. When making your payment, simply enter the coupon code **BESTDEAL** for your discount.

That's it. You'll save money, miss traffic and get to your destination faster.

And while you're on our site, did you know that you can:

- Check your usage;
- Ensure you receive your \$0.10 discount on every trip as a valued customer;
- Discover free, reward trips;
- Check on payments; and
- Make personal changes to your address, phone number and other contact information.

Yes! You can manage your entire account in the comfort of your own home without ever stopping into the office. (You can even wear your pajamas -- we won't know!)

Well, I'd better get back to work. I hope you don't mind this quick reminder. But we miss you at the [Beach Express](#) and would like to see you again soon.

And as always, feel free to contact me with any questions or suggestions you may have at cmusgrove@beachexpress.com, or just stop by and say "Hi." I'd love to hear from you!

5/19/2010

Thanks again, and have a great day!

Sincerely,

Chris Musgrove
Facility Manager
Beach Express
251-968-3415

P.S. I almost forgot. Be sure to log onto the Web site at [Beach Express](#) by 08/17/2010 to take advantage of your free, \$10.00 discount!