

Sample Apology Letter

XYZ Mattress Company
[Street • City • State • Zip Code]
[Phone # • Fax # • Email • Web Site URL]

June 3, 2006

[Recipient Name]
[Street Address]
[City, ST ZIP Code]

Dear **[Recipient Name]**:

We at XYZ Mattress Company apologize for the recent problems you experienced with our company. We regret being unable to deliver your new mattress by June 1, 2006, as we originally promised.

Unfortunately, manufacturer delays mean we will not be able to deliver your Queen Sleep Right mattress until July 1, 2006. Demand created by the Memorial Day Sleep Right Sale was greater than the manufacturer anticipated. Even so, XYZ Mattress Company does not find this delay acceptable.

To compensate you for the inconvenience we have caused, we are reducing the purchase price of your mattress by an additional \$200. Also, if you prefer not to wait for the July 1st delivery, we invite you to our store to choose any in-stock mattress (also with the \$200 reduction) for immediate, free delivery.

We again apologize for not exceeding your expectations. You are important to us, and we appreciate your business. Please don't hesitate to contact me personally at 555-254-3467 ext. 22 or myemail@xyzmattress.com, as we work to resolve this situation to your satisfaction.

Sincerely,

[Your Name]
[Title]

[Recipient Name]

May 8, 2007

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