

[Date]

[Customer Name]

[Street Address]

[City, State, Zip Code]

Account Number Ending In: [XXXX]

Congratulations! You are eligible for a Platinum Upgrade.

Dear [Customer Name],

Because of your excellent history as a valued cardholder, we are pleased to invite you to upgrade your current account to the **Platinum Tier Premium Rewards Credit Card**.

By upgrading, you will unlock an exclusive suite of benefits designed for your lifestyle:

- **Higher Rewards:** Earn [X]% cash back on all travel and dining purchases.
- **Welcome Bonus:** Receive [Amount] bonus points after your first purchase with your new card.
- **Premium Access:** Complimentary access to over [Number] airport lounges worldwide.
- **Concierge Service:** 24/7 personal assistance for travel bookings and event reservations.
- **Enhanced Protection:** Extended warranty and purchase protection on all high-value items.

What you need to know:

- Your account number and APR will remain the same.
- There is no credit inquiry required to accept this offer.
- The annual fee for the Platinum Tier is \$[Amount].

To accept this upgrade and receive your new metal Platinum card, please log in to your online portal at [URL] or call us at [Phone Number] by [Expiry Date].

Thank you for choosing [Bank Name]. We look forward to providing you with a superior level of service.

Sincerely,

[Sender Name]

[Title]

[Bank Name]