

[Current Date]

[Customer Name]

[Customer Address]

[City, State, Zip Code]

Subject: Validity Period for Custom Pricing Agreement - [Agreement/Reference Number]

Dear [Customer Name],

This letter serves as a formal notification regarding the validity period of the custom pricing agreement established between [Your Company Name] and [Customer Company Name] for the following products/services:

- [Product/Service Name 1]
- [Product/Service Name 2]

Please be advised that the agreed-upon custom rates are valid during the following timeframe:

Effective Date: [Start Date]

Expiration Date: [End Date]

Upon the expiration of this period, pricing will be subject to review and may revert to our standard market rates unless a new agreement is signed. To ensure continuity of these rates, we recommend initiating a renewal discussion at least [Number] days prior to the expiration date.

All other terms and conditions of our original service agreement remain in effect. If you have any questions regarding this validity period, please contact [Account Manager Name] at [Phone Number] or [Email Address].

Thank you for your continued partnership.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]