**ELLIS** HOBSON

100 Broadway Lane, London, UK NW80QE | | M: |   
Field Sales Manager Apex Corporation

September 1 2014  
Edward Roth  
Purchasing Manager Pretext Incorporated  
110 Broadway Lane  
London UK NW80QE  
Re: Invitation to customer appreciation event

Dear Mr. Roth

My company and myself would consider it an honour if you would join us for our annual customer appreciation event. The event takes place on Saturday September 27 2014 at the Myan Hotel in downtown London. The event begins at 7:00 p.m. and will be a buffet style dinner with an open bar.

Apex Corporation highly values your dedication and loyalty to our company and our products. This is a very limited event where we only invite our most valued customers. You will get the chance to network with business contacts and discuss your account in a relaxed setting. Several of our company executives will be giving information on the future of the company and there will also be a significant amount of valuable door prizes.

It is customers such as yourself that make this event possible and relevant each year. We would consider it a great honour if you would join us in celebrating the high standards that our company has set and the satisfaction it brings important customers such as yourself.

Sincerely Yours

Ellis W. Hobson

Field Sales Manager

Apex Corporation

RSVP Information:

You are invited to RSVP for yourself and one guest.

Business formal attire.

To RSVP please call (555)432-2322 or email to customerappreciation@example.com.