

[Your Name]
[Your Title]
[Your Company]
[Your Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]
[Date]
[Recipient's Name]
[Recipient's Title]
[Recipient's Company]
[Recipient's Address]
[City, State, Zip Code]

Dear [Recipient's Name],

I hope this letter finds you well. I am excited to announce the launch of our latest DVD, titled "[DVD Title]," which we believe will captivate audiences with its [brief description of the content, e.g., storyline, themes, special features].

We are holding a launch event on [Date of Event] at [Location of Event]. This will be a fantastic opportunity to experience the DVD firsthand, participate in a Q&A session, and enjoy refreshments while connecting with fellow enthusiasts.

To celebrate the launch, we are offering an exclusive [discount, free gift, etc.] for those who pre-order or purchase the DVD during the event. Please feel free to reach out with any questions or to RSVP for the event by [RSVP Date]. We would love to have you join us in celebrating this exciting milestone!

Thank you for your support, and we look forward to seeing you at the launch!

Best regards,
[Your Name]
[Your Title]
[Your Company]