Dear [Customer]:

I can imagine how disappointed you must have been to discover that the backpack you bought from Doe Camping Supply was too small to hold your gear for an extended trip. While I sympathize with your plight, you did buy the backpack during our two-day Thanksgiving Blowout Sale. Signs posted during the sale said that we could offer no refunds or exchanges. This is the only way that Doe's can continue to bring you such low prices on our blowout sales. Having to process returns and exchanges would greatly increase the price of the gear.

I am enclosing a $5.00 gift certificate you can redeem at any Doe Camping Supply store. It is good on all merchandise, including sale items. We value your patronage here at Doe's and hope you will continue to consult us for all your outdoor supplies.