Original email (with mistakes)

From: Pixelated Games **To:** <Thelos customer list>

Subject: Get ready to return to Thelos on May 15th!



The Thelos Chronicles IV: Infinity Gateway Coming July 15th



Travel through time to remake history in *Infinity Gateway*, the fourth installment in the epic series, *The Thelos Chronicles*. But tread carefully—once you pass through the gateway, there's no turning back...

Watch the trailer and pre-order Infinity Gateway now!

Pre-order now

Apology email

From: Pixelated Games **To:** <Thelos customer list>

Subject: We Messed Up. Get a 15% Discount On Us!



In our last email sent to you, the subject line read "Get ready to return to Thelos on May 15th!". The Launch date is actually July 15th. We made a mistake and are planning on double checking the next time we send an email.

For the inconvenience, we're offering you a 15% discount if you pre-order in the next 24 hours.

Click here to Pre-order!

The Pixelated Games Team