JAMES MADISON UNIVERSITY

CONTRACT RENEWAL LETTER

Date:	November 18, 2026	
Contract #:	UCPJMU5748	
Service:	Broadcast System for Atlantic Union Bank Center	
Renewal Period:	3/15/2027 to 3/14/2028	
Renewal #:	6 of 8 One-Yr	
Issued By:	James Madison University Adam Fleming, Buyer Senior	Ph: 540-568-4280 Fx: 540-568-7935
Contractor:	Digital Video Group Inc. Attn: Alex Martin 105 Sylvia Road Ashland, VA 23005	Ph: 804-559-8850
Contract Administrator:	Ty Phillips, Athletics	

Description of Renewal Notice:

In accordance with the renewal provision of the original contract all terms, conditions, and specifications of the original contract remain the same during the contract renewal period, along with any modifications that have been incorporated up until this point. The contract pricing will remain the same.

All invoices shall be submitted within sixty days of contract renewal term expiration as well as for each subsequent contract renewal period. Any invoices submitted after the sixty day period will not be processed for payment.

Return one executed renewal notice to my attention within ten days.

Digital Video Group Inc.

By: Alex Martin

Alex Martin

Name (print)

CEO 11/18/2026

Title *Date Signed*

James Madison University

By:

Adam Fleming, CUPO

Name (print)

Buyer Senior 11/18/2026

Title *Date Signed*