



**CONTRACT MODIFICATION**


**Date:** December 11, 2025  
**Contract #:** UCPJMU5791  
**Service:** Performing Arts Center Ticketing System  
**Modification #:** One  
**Issued By:** James Madison University Ph: 540-568-3137  
 Colleen Johnson, Lead Commodity Contract Officer Fx: 540-568-7935  
**Contractor:** AudienceView Ticketing Corporation  
 Attn: Brian Roberts  
 200 Wellington St. West, 2<sup>nd</sup> Floor  
 Toronto, ON M5V 3C7  
**Contract Administrator:** Regan Byrne, College of Visual & Performing Arts

**Description of Modification Notice:**

AudienceView Ticketing Corporation has purchased Choice Ticketing Systems and, per the attached consent to assignment of customer contract letter dated December 8, 2025, shall assume the contractual responsibilities of cooperative contract UCPJMU5791 in full.

Except as provided herein, all terms and conditions of Contract Number UCPJMU5791 as herefore changed, remain unchanged and in full force and effect.


**AudienceView Ticketing Corporation**

**By:**  \_\_\_\_\_

**Gord Dyer** \_\_\_\_\_  
*Name (print)*

**Chief Financial Officer** 12/12/2025  
*Title Date Signed*

**James Madison University**

**By:**  \_\_\_\_\_

**Colleen Johnson, CUPO** \_\_\_\_\_  
*Name (print)*

**Lead Commodity Contract Officer** 12/11/2025  
*Title Date Signed*



December 8, 2025

James Madison University  
Colleen Johnson  
Lead Commodity Contract Officer & Project Manager  
JMU Procurement Services

RE: Consent to Assignment of Customer Contract - UCPJMU5791

To Whom It May Concern:

We are writing to inform you that Choice Ticketing has completed an Asset Purchase Agreement with AudienceView Ticketing Corporation pursuant to which AudienceView would acquire the Choice Ticketing System. As part of this transaction, Choice Ticketing would assign its interest in the JAMES MADISON UNIVERSITY contract (together with all amendments, exhibits, appendices, and schedules, the "Customer Contract" to AudienceView, and AudienceView would assume the obligations of Choice Ticketing under the Customer Contract. Pursuant to the terms of the Customer Contract, we hereby request your consent to the assignment of the Customer Contract to AudienceView Ticketing Corporation. We request that you confirm such consent by signing where indicated below and returning a copy of this letter to Brian Roberts by email ([brian.roberts@audienceview.com](mailto:brian.roberts@audienceview.com)).

We are very excited about what the acquisition means for our customers. Please do not hesitate to contact Brian Roberts ([brian.roberts@audienceview.com](mailto:brian.roberts@audienceview.com)) if you have any questions.

By:  \_\_\_\_\_  
Signature

**Gord Dyer** \_\_\_\_\_  
Printed Name

12/12/2025

The undersigned hereby consents to the above-described assignment of the Customer Contract this \_\_\_\_\_ day of December 2025.

**JAMES MADISON UNIVERSITY**

By:  \_\_\_\_\_  
Signature

Colleen Johnson, LCCO&PM  
\_\_\_\_\_  
Printed Name