



**CONTRACT RENEWAL LETTER**

**Date:** October 15, 2025  
**Contract #:** UCPJMU6191  
**Service:** Admissions and Geodemographic Research and Marketing Services  
**Renewal Period:** 12/15/2025 to 12/14/2026  
**Renewal #:** 4 of 4 One-Yr  
**Issued By:** James Madison University  
Shanna Devers, Lead Commodity Contract Officer Ph: 540-568-3131  
Fx: 540-568-7935

**Contractor:** The Research Associates  
Attn: Sung Lee  
165 Broadway  
New York, NY 10006 Ph: 212-868-5178

**Contract Administrator:** Melinda Wood, Admissions


**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.

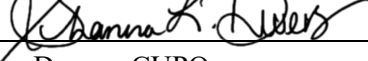
Return one executed renewal notice to my attention within ten days.

**The Research Associates**

**By:**   
\_\_\_\_\_  
Sung Lee

\_\_\_\_\_  
Name (print)  
CEO 11/3/2025  
\_\_\_\_\_  
Title Date Signed

**James Madison University**

**By:**   
\_\_\_\_\_  
Shanna Devers, CUPO

\_\_\_\_\_  
Name (print)  
Lead Commodity Contract Officer 10/15/2025  
\_\_\_\_\_  
Title Date Signed