JAMES MADISON UNIVERSITY

CONTRACT EXTENSION LETTER

Date:	November 10, 2026	
Contract #:	UCPJMU6191	
Service:	Admissions and Geodemographic Research and Marketing Services	
Extension Period:	Extension period shall be from 12/15/2026 through 6/14/2027	
Issued By:	James Madison University Shanna Long, 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:	Kelly Ball, Admissions	

Description of Extension Notice:

The term of this Contract is hereby extended for a period of six (6) months from the current expiration date, or until a successor contract is awarded and becomes effective, whichever occurs first. All other terms and conditions of the Contract shall remain unchanged and in full force and effect during the extension period.

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 extension notice to my attention within ten days.

The Research Associates		**James Madison University**	
By:		**By:**	
Sung Lee		Shanna Long, CUPO	
Name (print)		*Name (print)*	
CEO	11/11/26	Lead Commodity Contract Officer	11/10/2026
Title	*Date Signed*	*Title*	*Date Signed*