

**CUSTOMER: University of Mary Washington****TERM: September 15, 2026 – June 30, 2028****Master Services Agreement Addendum**

This Order Form ("Order Form" or "OF") is made as of September 30, 2026, by and between Capture LLC ("Company") and University of Mary Washington ("Customer"). This Order Form amends the Master License and Services Agreement ("Agreement") previously entered into by the parties on December 17, 2022.

1. Confirmation of Terms

All terms and conditions of the original Master Services Agreement, including any prior amendments and exhibits, remain unchanged and in full force and effect.

	Recruitment Cycle 1 (\$)	Recruitment Cycle 2 (\$)	Total Term Fees (\$)	Recruitment Cycle 3 (\$)* (opt-in)
Capture Counselor Copilot	\$0	\$0	\$0	\$15,000
Annual Fees:	\$0	\$0	\$0	\$15,000

*

1. Notes and Additional Terms

Permitted Users	Unlimited Users defined by institution and traditionally members of enrollment or marketing staff.	
Contract Term	Recruitment Cycle 1: 09/15/26 – 06/30/27 Recruitment Cycle 2: 07/01/27 – 06/30/28 Recruitment Cycle 3*: 07/01/28 – 06/30/29 *Opt-in written notice required by 3/1/2028.	
Payment Terms	Customer shall pay to Company the Total Fees for this OF as follows:	
	Due Date	Amount
		\$0
	TOTAL Fees:	\$0
	7/15/28 (opt-in)	\$15,000
	TOTAL Fees:	\$15,000
1. All initial and subsequent payments shall be due Net 30. Unless otherwise specified, all dollars (\$) are United States currency. 2. Customer shall be invoiced for amounts due in respect of the first year of the Initial Term upon execution of this Order Form. 3. Opt-in written notice for Term 3 required by 3/1/2028.		

IN WITNESS WHEREOF, the Parties, intending to be legally bound, have caused this Order Form to be executed by their duly authorized officers as of the day and year below.

CAPTURE, LLC

Signature

Jim Lintner

Printed Name

Chief Financial OfficerTitle 09/30/26

Date

jlintner@capturehighered.com

Email Address

Jim Lintner, CFO

Company's Primary Contact

CUSTOMER Laurie A. Hankins

Signature

Laurie A. Hankins

Printed Name

Technology Contract OfficerTitle 09/30/26

Date

lhankins@umw.edu

Email Address

Melissa Yakabouski, Dean of Admissions

Customer's Primary Contact

Exhibit B
Initial Statement of Work (SOW)

This Exhibit B to the Master License and Services Agreement entered into by “Capture” and “Customer” as of the “Effective Date” sets forth more specifically obligations of the parties. All capitalized terms used but not defined in this Exhibit shall have the meanings set forth in that Master License and Services Agreement.

1) COUNSELOR COPILOT

- a) CAPTURE OUTREACH PRIORITY SCORE
- b) DAILY PRIORITIZED OUTREACH LIST
 - i) Automated counselor assignment.
 - ii) CUSTOMIZED CYCLICALITY WEIGHTING
- c) Prospect specific, behavioral based, AI generated email content
 - i) Customized Call to Actions per status
 - ii) Unlimited sends of emails via Outreach list
- d) Interactive web-based dashboard: Real-time data dashboard that presents key metrics on outreach across all counselors