To Whom It May Concern,

The Media Consortium, in compliance with the Master Service Agreement with What Counts in effect since 2014, hereby declares that we will terminate our agreement with What Counts effective August 31, 2018.

The agreement requires 30 day notice: we hereby are giving 90 day notice.

We expect What Counts to provide The Media Consortium within 30 days with all information relevant to our realms that will enable them to export their data from What Counts.