

[Date]

[Recipient Name]

[Recipient Title]

[Recipient Company Name]

[Recipient Address]

RE: Notice of Intent to Renew Exclusive Partnership Master Contract

Dear [Recipient Name],

This letter serves as formal notification regarding the upcoming expiration of the Exclusive Partnership Master Contract between [Your Company Name] and [Recipient Company Name], originally effective as of [Original Start Date].

Given the successful collaboration and mutual growth achieved during the current term, [Your Company Name] is pleased to exercise its intent to renew our exclusive partnership for an additional term of [Number] years, effective [Renewal Start Date].

We propose that the renewal be governed by the existing terms and conditions outlined in the Master Contract, with the following proposed adjustments:

- [Adjustment 1: e.g., Updated Pricing Schedule]
- [Adjustment 2: e.g., Revised Performance Targets]
- [Adjustment 3: e.g., Extension of Territory Rights]

Our commitment to this exclusive arrangement remains strong, and we look forward to continuing our market leadership together. Please review the attached renewal addendum and return a signed copy by [Deadline Date].

Should you wish to discuss the specific terms further, please contact me directly at [Your Phone Number] or [Your Email Address].

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title]

[Your Company Name]