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Bridgewater Businesswoman Helps Area Residents and Non-Profits “Cash in” with New Venture

Corporate connections put her on the right track with new discount entertainment book; Boston Masspass first-of-its-kind to cater to suburbs South of Boston

BRIDGEWATER, Mass....Janine Higgins, a former corporate sales and marketing consultant, announced the release today of the new discount entertainment book she created: Boston Masspass. The directory, which contains discounts and special offers from 120 area merchants, is the first of its kind to cater to residents who live or work South of Boston.

While it's meant as a money-saving tool for those communities, it's also designed to *make* money for them. It was created for schools, churches, sports teams and other non-profits to boost their fundraising efforts; they buy the books on consignment and profit from third party sales, while any unsold books are returned.

“Boston Masspass is unlike anything on the market because it's geared towards a specific community,” Higgins says. “In my research, I couldn't find any such product for people who lived outside the city of Boston, or, the special discounts were offered across too wide a demographic area,” she adds. Higgins didn't believe people would drive more than a half an hour in this day and age to try a new restaurant or check out a new store. “No matter how good the coupons were,” she admits, “the return on investment simply wasn't there.”

Most of the book's vendors admit its tailored approach is what sealed the deal. That's likely why a wide range of merchants, from McDonalds, to Dick's Sporting Goods signed on to participate. According to Glen Ransden, Marketing Director for F1 Boston, the book's ability to reach qualified potential customers in their market area will be the key to its success. "We've been approached before...but Janine got it right. Her focus on serving the communities for which the book was designed means people who want to experience F1 Boston, or our track-side Ascari Cafe will actually walk

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through our doors," says Ransden. Customers get a significant, motivating discount, we're accessible to them to exceed their expectations, and everybody wins. Boston MassPass is a well-targeted, localized, quality marketing tool."

Higgins says she drove a hard bargain when negotiating discounts, a task for which her prior career trained her well. Her *new* career path, she owes to a twist of fate – an impromptu conversation with a couple she met during a trip to Jamaica. They had started a similar venture several years ago in Charlotte, North Carolina, and shared some of the secrets to their success.

Not one to hide from signs, Higgins closed the book on her sixteen-year career in corporate sales in March, having worked for data warehousing giants like Teradata, a Division of NCR, Giga Information Group, and before that, Sea-Land. "I was looking for a new venture that would suit both my creative and business skills, and give my efforts a little more meaning," she says. "Boston Masspass provides me a way to contribute to my community through its fundraising component, and it allows me to interact face-to-face with businesspeople in the area," adds Higgins. "The whole process has been very rewarding."

Higgins says she's poured her heart and soul into her new start-up company, and she's confident she's on the right track. Once the new Boston Masspass "South of Boston edition" has reached its final destination, she plans to visit other communities, possibly North and West of Boston, bearing similar directories. According to Janine Higgins, this is "just the first stop on my new journey. I'm just getting started!"

Janine is a 1996 graduate of Suffolk University and holds a Master in Business Administration and a 1989 graduate of the University of Massachusetts and holds a Bachelor of Business Administration.

Janine Higgins resides in Bridgewater, Massachusetts with her husband John and stepdaughter Elizabeth.

Boston Masspass is a production of J-9 Enterprises, LLC. For more information about Boston Masspass, fundraising opportunities, or to purchase a book, visit www.bostonmasspass.com, or call (508) 807-0064.