

Editorial Contact:

Andy Baron  
PAN Communications  
(978) 474-1900  
[firstandmain@pancomm.com](mailto:firstandmain@pancomm.com)

**“LOCAL LAUNCH” CAMPAIGN KICKS OFF  
AT FIRST & MAIN MARKETPLACE**

*The Messina family to assist potential retailers with  
business development, training*

**NORTH ANDOVER, Mass., June 25, 2009** – One week after announcing the completion of First & Main Marketplace in downtown North Andover, the shopping center owners today announced an innovative “Local Launch” program to help potential new retailers seeking to open businesses at the site.

Local Launch, sponsored by the Messina family, longtime owners of the shopping center, is designed to give opportunity through partnership to local entrepreneurs of the greater Merrimack Valley and North Shore. The program is running in conjunction with Retail Concepts, a Norwell-based retail consulting firm that provides assistance to new and existing business owners.

“We’re thrilled to offer such a comprehensive program that will help potential tenants,” said Tina Messina, a principal for NA Realty Group, Inc., who is heading up leasing for the group. “Local Launch gives a boost to those entrepreneurs who have always dreamed about opening a business but have not done so because of the many considerations in starting a business.”

Some of the benefits that may be offered for new businesses include build-out and permitting support, marketing and design assistance, local resource guidance and retail coaching and training. NA Realty Group will also offer flexible rental terms and may provide initial rent relief for new tenants.

“We understand that opening any new business is a huge commitment and undertaking,” said Messina. “We are aiming to alleviate a lot of the stress and uncertainty that comes with opening a new business by giving retailers the building blocks they need to be successful.”

Business leaders lauded the Messinas’ commitment to would-be tenants.

“As our economy rebuilds, it will be important for new retailers to have the support they need to make sure their businesses grow and thrive,” said Joseph J. Bevilacqua, president and CEO of the Merrimack Valley Chamber of Commerce. “We commend the work the Messinas and NA Realty Group are doing to support prospective tenants and their commitment to making our regional economy a vibrant force once again.”

Visitors to the shopping center will notice posters in many of the windows describing possible future businesses with “dream” as the operative theme. In fact, the tagline of the Local Launch program is “Your Dream Business Belongs at First & Main.” NA Realty says the center is ideally suited for those individuals seeking to establish niche businesses that run the gamut from a clothing boutique to a specialty supermarket.

Poster scenes depict a range of images, from a chocolate-covered strawberry and the words “Sweet Dreams,” referring to a bakery; to a multicolored ball of yarn with the words “Dream Weaver,” in reference to a craft store.

“This campaign is very unique in the world of real estate,” noted Michael Tesler, founder of Retail Concepts. “Many real estate owners will simply market spaces as being available. But the Messinas are extending that vision to dreamers, those individuals who aspire to be owners themselves. It’s a very exciting concept.”

The Local Launch program comes on the heels of the unveiling of First & Main Marketplace on June 16. NA Realty Group devoted nearly \$7 million to the newly constructed shopping center, a two-story office and retail space located at First and Main streets in historic North Andover, directly across from town municipal offices.

The 52,000-square-foot center, last overhauled in 1985 when it was operated by Santo Messina, include an all-new façade, green landscaping and elegant signage and lighting scheme. First & Main Marketplace has space for about 20 tenants, and includes current tenants CVS pharmacy, Anton’s Cleaners, LaseAway, Clifford Jewelers and Today’s Barber Shop.

Entrepreneurs interested in leasing space at the shopping center can contact Andy Levy, director of brokerage services at the MEG Companies of Londonderry, N.H. Levy, who is the leasing agent for First & Main Marketplace, can be reached at [andy@themegcompanies.com](mailto:andy@themegcompanies.com) or 603-434-6700.

**About NA Realty Group, Inc.**

NA Realty Group, Inc., owns and operates First & Main Marketplace in North Andover, Mass., and other holdings throughout Merrimack Valley. For more information, visit [www.firstandmainmarketplace.com](http://www.firstandmainmarketplace.com).

###