Boston, MA -- July 18, 2013 -- SessionM, the leading mobile loyalty and advertising platform, today announced it has been named a finalist for The Massachusetts Technology Leadership Council’s 2013 Consumer Product of the Year Award. In it’s 16th year, The Massachusetts Technology Leadership Awards celebrate innovation and leadership in technology. The awards winners in this category, along with the other 16 categories, will be announced at the annual Awards Gala on Thursday, September 12 at the Westin Boston Waterfront. Winners will be decided after a round of public online voting, and 30-second pitch to the judges.

SessionM was recognized for its innovative mobile loyalty and rewards platform, centered around a virtual currency called mPOINTS. App users earn mPOINTS for doing simple in-app activities like checking the weather, watching videos or sharing articles. Users can also earn bonus points for engaging more deeply with mobile ads. mPOINTS can be redeemed for gift cards from merchants like Amazon, Barnes & Noble, and iTunes, or used to win prizes like the iPad mini or Xbox360. mPOINTS can also be donated to charitable organizations, such as The Red Cross and the ASPCA, to name a few.

"Mobile users really respond to mPOINTS because today’s digital natives expect to be rewarded for their time spent using mobile devices,” said Lars Albright, CEO, SessionM. “These rewards enhance a user’s mobile experience, filling natural gaps in app content, and encouraging users to spend more time in their favorite apps, while also giving them the chance to earn great prizes. We’re thrilled to be recognized as a finalist in this year’s Massachusetts Technology Leadership Council’s Consumer Product of the Year Award category."

“We are honored to have SessionM as a finalist for the 2013 Consumer Product of the Year Award,” said Tom Hopcroft, President and CEO of MassTLC. “SessionM’s technology and market leadership is testimony to what fuels Massachusetts’ vibrant tech community.”


For more information on SessionM and how you can earn mPOINTS, visit www.getmpoints.com.

About The Mass Technology Leadership Council, Inc.
With more than 525 member companies, the Mass Technology Leadership Council (MassTLC) is the region’s leading technology association and the premier network for tech executives, entrepreneurs, investors and policy leaders. MassTLC’s purpose is to accelerate innovation by connecting people from across the technology landscape, providing access to industry-leading content and ideas and offering a platform for visibility for member companies and their interests. Visit www.masstlc.org or the Awards microsite at www.masstlcawards.org for more information.

About SessionM
Founded in 2011 by industry veterans of mobile technology companies, SessionM has built an innovative platform that connects consumers with mobile content and advertising in fun and rewarding new ways. Clients include some of the most notable developers and advertisers in the world, including Viacom Interactive, The Weather Channel, Demand Media, PepsiCo, Universal, Volvo and Unilever. SessionM is funded by Charles River Ventures, Highland Capital and Kleiner Perkins Caufield & Byers. The company
is part of the iFund initiative at KPCB. SessionM is headquartered in Boston with offices across the country. For more information on SessionM, visit www.sessionm.com.

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**Media Contact**
Kristin Allaben
LaunchSquad for SessionM
617-945-1915
sessionm@launchsquad.com