



BYNDL and USA Technologies Form Alliance to Provide New, Feature-Rich Mobile Services

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Alliance Designed to Bring Cutting-Edge Mobile Solutions to Self-Service, Unattended Retail Markets

SEATTLE & MALVERN, Pa.--(BUSINESS WIRE)-- BYNDL Inc., an innovator of hardware and VMS-agnostic mobile marketing, payment and support services, has signed a strategic alliance with USA Technologies, (NASDAQ:USAT), a leader of wireless, cashless payment, telemetry and consumer engagement services for self-serve retail industries, that provides for the two companies to work together to incorporate BYNDL mobile marketing and payment services to USAT's 6,000 plus customer base.

USA Technologies' ePort Connect® is the company's flagship service platform. ePort Connect is a PCI-compliant, end-to-end suite of cashless payment and telemetry services specially tailored to fit the needs of small ticket, self-service retailing industries. USA Technologies has over 240,000 connections to its ePort Connect service.

"USA Technologies has been a leader in enabling mobile technology for unattended retail. We are delighted to work with USAT to provide a combined set of capabilities that we believe will drive innovative new services in unattended retail, creating value for our operators and their consumers," said Lori Salow Marshall, founder and CEO of BYNDL.

BYNDL expands the opportunities for consumer engagement with vending machines using mobile devices. In addition to accepting cashless payments, the BYNDL system targets demand creation through loyalty programs, coupons and gamification. It also provides new benefits for operators such as collected consumer preference and purchase data, and a system to provide customer support at the machine utilizing mobile.

Under the terms of the strategic alliance, the two companies will work together to offer USA Technologies' ePort Connect customers additional BYNDL mobile solutions. Examples of additional services proposed include:

- Family Accounts - allowing family members to fund and manage several accounts from the same set of profile data and funding sources.
- Hyper-Local Offers - coupons and offers delivered to consumers who opt-in based on the location of their regular vending activity.
- Gamification - demand generation through location-based offers delivered via relevant games and mobile apps.

All of these proposed solutions would leverage mobile payment capabilities such as QR codes, NFC, text messaging transactions services, as well as USAT's eBeacon™ BLE technology.

"The self-service retail industry understands that consumers will increasingly demand a mobile solution that goes beyond payments," said Stephen P. Herbert, chairman and CEO of USA Technologies. "Partnering with BYNDL provides USA Technologies with another innovative resource as part of our overall mobile payment initiatives that include bringing cutting-edge, consumer engagement services to the self-serve retail market."

Brands, operators and digital marketing firms interested in working with BYNDL and USA Technologies can learn more by registering at <http://www.byndl.com/about-byndl/usat-list/>.

About USA Technologies:

USA Technologies is a leader of wireless, cashless payment and M2M telemetry solutions for small-ticket, self-serve retailing industries. ePort Connect® is the company's flagship service platform, a PCI-compliant, end-to-end suite of cashless payment and telemetry services specially tailored to fit the needs of small ticket, self-service retailing industries. USA Technologies also provides a broad line of cashless acceptance technologies including its NFC-ready ePort® G-series, ePort Mobile™ for customers on the go, and QuickConnect, an API Web service for developers. USA Technologies has been granted 87 patents and has agreements with Verizon, Visa, Elavon and customers such as Compass, Crane, AMI Entertainment and others. Visit the website at www.usatech.com.

About BYNDL:

BYNDL Inc. is a Seattle-based innovator of hardware-and VMS-agnostic mobile marketing, payment and support services for unattended retail. The BYNDL smartphone app, and apps that are powered by BYNDL, provide operators with new revenue streams and new ways to engage consumers at the machine. The BYNDL service also enables operators and location managers to provide real-time consumer support via the BYNDL mobile app. BYNDL is working with multiple hardware partners, including Sprout Retail's MDBlu device (<http://www.mdblu.com>) and USAT's ePort technologies, enabling operators to have a single mobile app to support all of their vending technology and payment partners. Visit the website at www.byndl.com.

Forward-looking Statements:

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: All statements other than statements of historical fact included in this release, including without limitation, the business strategy and the plans and objectives of USAT's management for future operations, are forward-looking statements. When used in this release, words such as "anticipate", "believe", "estimate", "expect", "intend", and similar expressions, as they relate to USAT or its management, identify forward-looking statements. Such forward-looking statements are based on the beliefs of USAT's management, as well as assumptions made by and information currently available to USAT's management. Actual results could differ materially from those contemplated by the forward-looking statements as a result of certain factors, including but not limited to, business, financial market and

economic conditions; USAT's ability to accurately predict future market conditions, consumer behavior and levels of usage of mobile solutions; the ability of the BYNDL system to create additional demand for USAT's products and services; whether the alliance with BYNDL Inc. will result in new mobile services; and whether, and extent to which, any new mobile services provided as a result of USAT's alliance with BYNDL Inc. will be commercially successful. Readers are cautioned not to place undue reliance on these forward-looking statements. Any forward-looking statement made by us in this release speaks only as of the date of this release. Unless required by law, USAT does not undertake to release publicly any revisions to these forward-looking statements to reflect future events or circumstances or to reflect the occurrence of unanticipated events.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140506006412/en/>

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