



USA Technologies Receives Frost & Sullivan's 2014 North American Customer Value Leadership Award in Financial Services and Retail M2M Communications

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MALVERN, Pa.--(BUSINESS WIRE)-- [USA Technologies, Inc.](#) (NASDAQ: USAT), "USAT", a leader of wireless, cashless payment and M2M telemetry solutions for small-ticket, self-serve retailing industries, is pleased to announce that it has been awarded the Frost & Sullivan 2014 North American Customer Value Leadership Award in Financial Services and Retail M2M Communications. Based on Frost & Sullivan's Best Practice Research findings, each year Frost & Sullivan presents this award to the company that has demonstrated excellence in implementing strategies that proactively create value for its customers with a focus on improving the return on the investment that customers make in its services or products.

Frost & Sullivan has more than 50 years of experience in business and is a global research organization of 1,800 analysts and consultants who monitor more than 300 industries and 250,000 companies. Frost & Sullivan's Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as visionary innovation, competitive strategy, leadership, technology and product development. The companies that are commended as Best Practices Award recipients are those with the diligence, perseverance and dedication required to develop a successful business plan and excel in the increasingly competitive global marketplace.

To be honored with the Frost & Sullivan Award for Customer Value Leadership, analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry. The award recognizes USA Technologies' inordinate focus on enhancing the value that its customers receive, beyond simply good customer service, leading to improved customer retention and, ultimately, customer base expansion.

"By delivering an impressive range of technologies and services to its customers, USA Technologies has achieved 'preferred provider' status in next-generation cashless payments solutions for the self-serve retail/POS industry," stated Vikrant Gandhi, principal analyst, Mobile and Wireless Communications, Frost & Sullivan. "Unlike other traditional hardware vendors and commercial merchant acquirers, USA Technologies understands the unique requirements of its customers and offers highly compelling, best-in-class solutions that allow customers to fully leverage the benefits of a connected, cashless payments architecture."

"We are thrilled to receive this prestigious award from Frost & Sullivan," said USA Technologies chairman and chief executive officer, Stephen P. Herbert. "The fact that it points to our longstanding commitment to customer service and customer-driven innovation makes the award especially important to us. It's also a testament to the many groundbreaking accomplishments of the USA Technologies' team that has served to awaken and shape the model for cashless payment, M2M telemetry and consumer engagement services in self-serve retail."

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents. To join Frost & Sullivan's Growth Partnership, visit the website at www.frost.com.

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.

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