



## USA Technologies Extends ePort Connect's Loyalty Capabilities to AirVend's POS Technology

July 9, 2014

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, today announced that USAT's loyalty and prepaid program, **MORE.**, is now integrated with [AirVend's](#) interactive touchscreen point-of-sale device. The combined solution is designed to provide customers of AirVend added convenience, choice and new revenue opportunities.



Through **MORE.**, users of ePort Connect are able to offer their consumers rewards and discount offers for products purchased at their cashless-enabled locations, thus building loyalty, repeat business and a greater understanding of their consumers' purchasing preferences. **MORE.** is offered as an extension to USAT's comprehensive [ePort Connect®](#) service, a one-stop cashless payment service that now supports more than 6,650 customers.

AirVend offers an android-based interactive touchscreen designed to meet the needs of customers asking for content services, especially around advertising and nutritional information. USAT, as the preferred service provider for AirVend, provides customers of AirVend the added convenience of linking to USAT's ePort Connect service.

"We are pleased to be able to take our relationship with USAT to the next level by integrating our product with their **MORE.** program," said Lance Ellsworth, AirVend's co-founder and executive vice president of business development. "By using AirVend technology, or a blend of AirVend and

AirVend touchscreen POS device (Photo: Business Wire)

USAT's ePort® POS technology, customers now have added flexibility in aligning POS technology with their requirements while maintaining a consistent consumer experience through ePort Connect."

"Extending the value of ePort Connect with value-added services such as **MORE.** reflects USAT's commitment to its customers and the forward-thinking strategies that we believe have driven our market leadership in vending and a growing awareness of our ePort Connect service in other similar self-serve retail markets," said Mike Lawlor, USAT's senior vice president of sales and business development. "To the best of our knowledge, there is no other similar menu of integrated technologies and services offered in the vending market today."

To speak with a USAT sales representative, call 1-800-633-0860 or email [sales@usatech.com](mailto:sales@usatech.com). To learn more about AirVend, contact Lance Ellsworth at 800-321-9601 or [lance@air-vend.com](mailto:lance@air-vend.com).

### About AirVend

AirVend was founded in April 2012 for the express purpose of bringing affordable, advanced technology to the vending and unattended retail industries. The AirVend system is an interactive touchscreen device that displays nutritional information, provides cashless options and sends real-time data and alerts wirelessly, ensuring that vending operators reap the rewards they deserve. Visit the website at [www.air-vend.com](http://www.air-vend.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](http://www.usatech.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, the ability of USAT to compete with its competitors to obtain market share; whether USAT's customers continue to utilize USAT's transaction processing and related services, as our customer agreements are generally cancelable by the customer on thirty to sixty days' notice; the ability of USAT to use available data to accurately predict future market conditions, consumer behavior and any level of cashless usage; the level of demand in the market for USAT's *MORE*. program when integrated with other products such as AirVend's interactive touchscreen point-of-sale device; whether, and the extent to which, prepaid and loyalty programs would result in new revenue opportunities and added return on investment; and the possibility that all of the expected benefits from adoption of USAT's *MORE*. program, including any revenue increase, will not be realized by all customers, or will not be realized within the expected time period. 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.

G-USAT

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140709005698/en/>

**USA Technologies**

Veronica Rosa

VP Corp. Comm. & Investor Relations

484-359-2138

[vrosa@usatech.com](mailto:vrosa@usatech.com)

Source: USA Technologies, Inc.

News Provided by Acquire Media