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## **MasterCard, Philadelphia Coca-Cola Bottling Company and USA Technologies Introduce Contactless "Tap & Go?" Payment Technology in Vending Machines**

### **e-Port® Selected as Payment Transaction Technology**

PURCHASE, NEW YORK (June 27, 2006) - MasterCard International has teamed with The Philadelphia Coca-Cola Bottling Company and USA Technologies (OTCBB: USAT) today to announce that 1,000 Coca-Cola vending machines enabled with the e-port cashless transaction solution will begin accepting MasterCard® PayPass®. The deployment is considered to be the largest rollout of contactless technology in vending machines in a U.S. market to date.

The landmark rollout in Philadelphia follows the successful trials of USA Technologies' e-Port by MasterCard and USA Technologies in vending machines in New York City and Atlanta. USA Technologies' Generation Six (G6) e-Port radio frequency technology was developed specifically to accept MasterCard PayPass and other forms of contactless payments.

"The more than \$40 billion U.S. vending industry opens up an entirely new market for payment companies, as we offer consumers a fast and convenient payment method," said T.J. Sharkey, Vice President, Business Development, U.S. Acceptance, MasterCard International. "PayPass will help revolutionize the vending industry by providing operators with new efficiencies and increased transaction revenues, and by giving consumers improved service."

Consumers no longer need to fumble for cash and coins. To use this technology, consumers simply tap their MasterCard PayPass-enabled card or device on the vending machine's e-Port payment terminal. Within seconds, the terminal will flash a light and produce a tone signaling the transaction is complete. As with all MasterCard PayPass transactions under \$25, no signature will be required for purchases. In addition to accepting MasterCard PayPass, the terminals will also accept traditional magnetic-stripe credit and debit cards.

"Philadelphia Coca-Cola constantly strives to bring superior quality and service to customers, and we believe our relationship with MasterCard and USA Technologies will give consumers what they want - greater convenience and ease of use when making purchases at vending machines," said Domenic Celenza, Vice President of Cold Drink Sales, The Philadelphia Coca-Cola Bottling Company.

"It is very exciting to team up with MasterCard and Coca-Cola, two of the world's leading brands, in this historic deployment of The Philadelphia Coca-Cola Company's 1,000 cashless vending machines," said Stephen P. Herbert, President and COO of USA Technologies.

"We selected USA Technologies for its reputation as a leader in cashless vending, and for its ability to deliver a robust, scalable, turnkey solution for PayPass vending deployments," said T.J. Sharkey. "We applaud Philadelphia Coke as an innovator embracing the latest technology to enhance consumers' purchasing and brand experiences."

### **How MasterCard PayPass Works**

MasterCard PayPass uses radio frequency technology to transmit payment details wirelessly between the PayPass device and the merchant's terminal. The transaction is then processed through the MasterCard network for clearing and settlement. PayPass technology can be found in a number of different forms. PayPass cards include magnetic stripe technology, so the cards can also be used in the traditional manner anywhere MasterCard is accepted around the world. PayPass technology can also be used in a number of devices, such as a convenient payment tag that fits on a key chain for easy access, and in mobile phones.

### **About MasterCard PayPass**

MasterCard PayPass is ideal for traditional cash-heavy environments where speed is essential, such as quick serve restaurants, drug stores, gas stations, vending machines, convenience stores, sports arenas, movie theaters, transit systems and parking garages. There are approximately 7 million PayPass cards and devices in the market & approximately 30,000 merchant locations around the world that accept PayPass, including participating 7-Eleven, CVS, McDonald's, Regal Entertainment Group theaters and many others. PayPass is also accepted at numerous National Football League and Major League Baseball stadiums. For more information about MasterCard PayPass and a full list of participating merchants, visit [www.mastercard.com/paypass](http://www.mastercard.com/paypass).

**About MasterCard International**

MasterCard International advances global commerce by providing a critical link among financial institutions and millions of businesses, cardholders and merchants worldwide. Through the company's roles as a franchisor, processor and advisor, MasterCard develops and markets secure, convenient and rewarding payment solutions, seamlessly processes more than 16 billion payments each year, and provides industry-leading analysis and consulting services that drive business growth for its banking customers and merchants. With more than one billion cards issued through its family of brands, including MasterCard®, Maestro® and Cirrus®, MasterCard serves consumers and businesses in more than 210 countries and territories, and is a partner to 25,000 of the world's leading financial institutions. With more than 24 million acceptance locations worldwide, no payment card is more widely accepted than MasterCard. For more information go to [www.mastercardinternational.com](http://www.mastercardinternational.com).

**About Philadelphia Coca-Cola Bottling Company**

Located in the heart of Northeast Philadelphia, The Philadelphia Coca-Cola Bottling Company is the fourth largest distributor of Coca-Cola products nationwide. The single largest bottling complex in North America, Philly Coke offers 35 beverage choices and serves 5.6 million consumers.

**Statement under the Private Securities Litigation Reform Act:**

With the exception of the historical information contained in this release, the matters described herein contain forward-looking statements that involve risk and uncertainties that may individually or mutually impact the matters herein described, including but not limited to product acceptance, the ability to continually obtain increased orders of its products, the ability to meet installation goals, economic, competitive, governmental impacts, whether its pending patents will be granted or defensible; validity of intellectual property and patents of USA, the ability of USA to license its patents, the ability of USA to commercialize its developmental products, technological and/or other factors, which could cause actual results or revenues to differ materially from those contemplated by these statements.