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Ice House America Signs with USA Technologies to Expand Cashless to Nationwide Network of Operators

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 a new agreement with [Ice House America](#)™, a pioneer in [automated ice vending technology](#). The agreement covers the use of USAT's ePort® and ePort Connect® cashless payment and telemetry services for Ice House America's units located throughout the U.S. and establishes USAT as a preferred partner.

The announcement follows on the heels of Ice House America's recently created franchise program to further expand its existing network of over 2,400 independently owned locations, which collectively produce over 1 billion pounds of ice per year. Ice House America products offer a 24/7, convenient free-standing retail ice destination offering a soft, chipped and chewable ice, which is typically offered in 20 lbs. bulk ice (direct to cooler) and 16 lb. bagged ice—always filtered, clean and made on demand.

"Ice House America recognized the need for ensuring that our operators are equipped with industry-leading cashless payment capabilities as more consumers opt for the convenience of using their credit, debit and prepaid cards to pay for purchases," said Pete Cotter, chief executive officer of Ice House America. "Our goal is to offer USAT's service to the entire Ice House America network to begin promoting adoption of cashless payments."

USAT's ePort cashless payment system is supported by its comprehensive, one-stop [ePort Connect service](#)—a PCI-compliant, comprehensive suite of cashless payment, telemetry and consumer engagement services specially tailored to fit the needs of the self-service retailing industry, including vending, kiosk and other M2M (Machine-to-Machine) applications. ePort Connect enables self-service terminals to accept credit, debit, contactless cards and other cashless forms of payment, handles all elements of transaction processing, and allows customers to monitor and manage their terminals online.

Michael Lawlor, USAT's senior vice president of sales and business development, said, "This agreement with Ice House America is a great example of how USAT is reaching beyond traditional vending to leverage the breadth of our cashless payment & telemetry services. In addition, we believe that Ice House America's growing footprint of locations is a great match for USAT's scalable and turnkey service model. We look forward to delivering maximum value to Ice House America as we proceed."

About Ice House America

Ice House America, headquartered in Jacksonville, FL and founded in 2003, already has more than 2,400 installed and independently owned ice house locations in 27 states. In less than 10 years, Ice House America has become one of the top free-standing ice vending brands in the country. There are over 100 corporate-owned Ice House locations, as well as an additional 227 franchised locations, with the balance independently owned and operated. Recently, Ice House America was ranked as "Top 10 New Franchises to Watch" by Entrepreneur Magazine. For more information regarding Ice House America ownership opportunities, please call 888-388-1590 or visit www.icehouseamerica.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 the small ticket, self-service retail industries. USA Technologies also provides a broad line of cashless acceptance technologies including its NFC-ready ePort® G8, ePort Mobile™ for customers on the go, and QuickConnect™, an API Web service for developers. USA Technologies has been granted 84 patents; and has agreements with Verizon, Visa, Elavon and major customers such as Compass, Crane, AMI Entertainment and others. Visit the website at www.usatech.com.

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