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## **USA Technologies Demonstrates Mobile-Based Interactive Coupon and Loyalty Services at CTIA MobileCON**

Mobile App Featuring Contextual Rewards and Coupon Redemption Gives Operators in Unattended, Small Ticket Market New Ways to Attract and Retain Customers

SAN DIEGO--(BUSINESS WIRE)-- [USA Technologies, Inc.](#) (NASDAQ: USAT), ("USAT"), a leader of wireless, cashless payment and M2M (machine-to-machine) telemetry solutions for small-ticket, self-serve retailing industries, will be demonstrating new mobile-based loyalty and couponing services in the Verizon Main Booth #301 at CTIA [MobileCON™ 2012](#), October 9-11, in San Diego.

Visitors to the booth will be able to participate in USAT's demonstration of a mobile app for coupon and loyalty services that enables owners and operators of self-service terminals like vending machines to engage and interact with their customers outside of the traditional point of sale experience. The mobile application enables consumers to receive product and brand information, manage and redeem loyalty points for coupons and cash to use at participating unattended and traditional retail locations, search for participating retailers based on where the consumer is in real time, and verify that their favorite item is in stock at the machine in their area. Consumers can redeem coupons at unattended terminals using their NFC phones with digital wallet, credit card or debit cards, or a prepaid account.

The mobile app will be used in conjunction with a Susie's Lemonade-branded machine as featured in [Verizon Wireless' national commercial campaign](#) and website.

"Mobile-based consumer engagement applications are an entirely new revenue opportunity for the majority of the small ticket, unattended retail market," said Maeve McKenna Duska, vice president of marketing for USA Technologies. "At the CTIA Wireless show in May, using [a Susie's Lemonade vending machine](#), we demonstrated how consumers could make a purchase at a machine utilizing USAT's cashless payment and telemetry solutions and receive a coupon via email. At [MobileCON](#), we are taking it to a new level with contextual applications (which provide a customized rewards experience based on where the consumer is and what they have purchased in the past), machine coupon redemption, and the ability to push information, advertisements and inventory to consumers. Owners and operators of unattended terminals like vending machines can now look forward to the ability to engage with consumers before the point of sale—and to positively impact sales in a proactive, strategic way," said Duska.

USAT currently has a co-marketing agreement with Verizon Wireless. USAT's comprehensive ePort Connect service includes the Verizon Wireless network for connectivity and the Verizon Wireless M2M sales team includes USAT's cashless and telemetry solutions in their M2M sales toolkit.

The MobileCon™ event, powered by CTIA, is a mobile IT and enterprise event designed specifically for the IT executive and professionals. CTIA—The Wireless Association® ([www.ctia.org](http://www.ctia.org)) is an international organization representing the wireless communications industry. MobileCon will take place at the San Diego Convention Center in San Diego, California, October 9-11, 2012. USAT representatives can be found in the Verizon Main booth #301. For more information, visit [www.mobilecon2012.com](http://www.mobilecon2012.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](http://www.usatech.com).

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