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USA Technologies Launches the ePort(R) G7

MALVERN, Pa., Mar 27, 2008 (BUSINESS WIRE) -- USA Technologies (NASDAQ: USAT) announced today the launch of the ePort Generation Seven (G7). The Company's Generation 6 (G-6) was the first device to provide a cashless transaction solution for vending machines that integrated new radio frequency contactless card capability with the traditional swipe card process. The G7 provides these same benefits plus important new features to their customers at a new, lower price.

"We are particularly proud that the ePort credit/debit solution has had such a positive impact on the businesses that have adopted our technology," said Wendy Jenkins, Vice President of Marketing, USA Technologies. "With our customers experiencing impressive results, including 20%, 30% and in some cases 50% increases in year-over-year sales revenue growth, it is no surprise that demand for the product has dramatically increased. With the addition of new capabilities, as well as a lower cost, we expect our customers to realize even greater value from the new G7."

USA Technologies' new G7 accepts both traditional magnetic stripe credit cards and credit cards with tap and go technology, known as MasterCard's PayPass, American Express' ExpressPay, Visa's Contactless, Chase Bank's Blink and Discover Network's Contactless technology. Some of the G7's new features include:

-- All new Prepaid, Gift, Loyalty, Promotional, and NFC capabilities. G-7 also has the ability to accept Contactless and NFC based 'electronic' coupons--which can be redeemed at the vending machine for instant rewards, discounts or points. Customers of USA Technologies could implement programs that drive additional revenue through account-specific or even national consumer-focused campaigns that drive additional repeat business, more frequent visits and incremental volume.

-- Ability to read USA Technologies' PayDot(TM), a "smart," paper-thin, nickel-sized sticker that enables users to make contactless transactions and could be used for loyalty, reward, prepaid and electronic couponing programs. The PayDot can be affixed to whatever is most convenient to the user, including their cell phone, PDA, iPod, or employee badge. To see an image of the PayDot, go to <http://www.usatech.com/imgs/paydot2.jpg>

-- New look with a more robust form factor--making the G-7 more resistant to vandalism.

-- Improved design features which facilitate even faster installation and activation.

-- ePort Remote Upgrade (TM) capability. Gives customers the benefit of remote upgrades to G-7 software 'over the air', regardless of where the devices are deployed.

-- Increased DEX capability, including expanded buffer size for improved machine compatibility.

"The G7 ePort, with its new enhancements, builds upon the market-leading ePort series of products, which are installed in tens of thousands of locations across the U.S., and are handling millions of credit card transactions," said Jenkins. "We continually strive to improve our ePort product, and have strategically protected our intellectual property via the Company's portfolio of 69 patents."

The G7 responds to requests and feedback from major card companies, major soft drink bottlers and operators--is squarely focused on providing maximum value to our customers--and builds upon the strengths of the standard bearer in the industry for cashless vending, the ePort G-6. The G-6 is currently deployed by MasterCard, Discover, Visa, CCE, Cadbury Schweppes and others in approximately 20,000 vending locations across the U.S.

"We want to be on the leading edge of the technological advancements that apply to the vending industry, so that is why we partnered with USA Technologies and MasterCard to install credit and debit card readers in select cities across the U.S.," said Mark Jackson, Vice President of Immediate Consumption and Field Execution for Cadbury Schweppes America's Beverages.

"The card companies see the \$46 Billion U.S. vending industry as a major opportunity for driving growth in card acceptance via micro-transactions, and they came to us, seeking out our leadership in cashless transactions in vending," said Ms. Jenkins. "With the launch of the ePort G7, we are further demonstrating our leadership--in cashless vending, in bringing to market the latest in cashless technology, and in addressing the needs of major card companies and vending machine operators."

About USA Technologies:

USA Technologies is a leader in the networking of wireless non-cash transactions, associated financial/network services and energy management. USA Technologies provides networked credit card and other non-cash systems in the vending, commercial laundry, hospitality and digital imaging industries. The Company has agreements with AT&T, Honeywell, Blackboard, MasterCard and others. For further information on USA Technologies, please visit www.usatech.com.

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.

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