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## USA Technologies Expands into \$4B Office Coffee Industry

MALVERN, Pa., Feb 18, 2009 (BUSINESS WIRE) -- USA Technologies (NASDAQ:USAT) announced today that its ePort cashless payment technology and service is expanding into the multi-billion dollar office coffee industry.

The Company is launching the ePort(R) terminal and ePort Connect(R) Service in the office coffee market, targeting innovative self-serve coffee brewers that allow office workers to purchase freshly brewed coffee with credit and debit cards.

According to the National Coffee Association (NCA) 2008 National Coffee Drinking Trends survey, daily consumption of specialty coffee beverages jumped to an unprecedented high with 17 percent of the overall adult population, up from 14 percent in 2007.

"The demand for premium quality coffee in the workplace continues to grow, as does consumer preference to pay with their credit or debit card," said Mike Lawlor, Vice President Sales and Business Development, USA Technologies. "We believe it opens up a big opportunity for a self-serve coffee service where consumers can buy freshly brewed single-cup gourmet coffee and conveniently pay with their traditional magnetic stripe credit or debit card, or contactless card," he said.

Automatic Merchandiser Magazine, one of the coffee and vending industry's key trade magazines, currently estimates the office coffee industry in excess of \$4 billion.

"We are excited that our ePort products and services are helping our customers to give office consumers what they want, when they want it," said Mr. Lawlor. "Adapting ePort to a coffee brewer highlights the flexibility of our solutions to transform any kind of static appliance into an intelligent service that grows both business and customer satisfaction."

Go to [www.usatech.com](http://www.usatech.com) to see how USA Technologies is serving the office coffee business and other industries with its innovative ePort products and services.

Earlier this year two major global companies, Merit Industries and AIR-serv(R), began installing ePort in their locations in order to add greater consumer convenience by offering cashless payment, and in addition, to gain real time web-based access to operational data via the ePort Connect Service.

Merit Industries over the next three years intends to install ePort in thousands of its new Megatouch Touchscreen Entertainment Systems. Over the next two years, AIR-serv plans to install thousands of ePort cashless transaction terminals in its coin-operated tire inflation and vacuuming machines at gas stations and convenience stores.

The ePort Connect service has been adapted to POS terminals in the vending, kiosks, laundry, transportation, parking, toll booth, photo and video kiosks, hotel business centers and a variety of other commercial markets, in the US, Canada, and abroad.

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](http://www.usatech.com). To view a Company overview presentation, visit [http://www.usatech.com/company\\_info/dl/USAT\\_company\\_overview.pdf](http://www.usatech.com/company_info/dl/USAT_company_overview.pdf)

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, ability to reduce operating costs in the future as anticipated, ability to maintain the gross margins in the future as anticipated, product acceptance, the ability to continually obtain increased orders of its products, the ability to meet installation goals, economic, competitive, governmental impacts, whether pending patents will be granted or defensible, validity of intellectual property and patents, the ability to license patents, the ability to commercialize developmental products, as well

as technological and/or other factors.

SOURCE: USA Technologies

USA Technologies Contact:

George Jensen, Chairman & CEO  
800-633-0340

or

Stephen P. Herbert, President & COO  
800-633-0340

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

or

Investor Relations Contact:

Porter, LeVay & Rose  
Marlon Nurse, Vice President  
212-564-4700

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