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USA Technologies' New Products Launched at the NAMA Trade Show Result in Increased Sales

MALVERN, Pa., Apr 02, 2008 (BUSINESS WIRE) -- USA Technologies (NASDAQ:USAT) reported today a successful appearance at the NAMA Spring Expo, the vending industry's trade show in Las Vegas. At the show the Company launched its G7 ePort, ePort Connect(TM) Stored Value, Loyalty and Certification Programs. The new products were overwhelmingly well received and initial orders, as a result of these successful product launches, have already exceeded \$500,000. This represents USA's most successful new product launch ever.

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 Zip Contactless technology.

"The growing response to our ePort product line exhibits was exciting to see on the floor of the Expo. There is definitely a buzz in the industry, about how our ePort credit card vending services are positively impacting vending business across the country," said Mike Lawlor, Vice President of National Accounts, USA Technologies. "The increase in adoption, which has led to our recent increases in sales, comes on the heels of a successful seeding program with our credit card partners. It is encouraging to see the Bottlers and vending operators who participated in the seeding program already making significant follow on purchases, led by this \$500,000, thus expanding the ePort service further into their businesses. And now 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."

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.

USA Technologies also received very encouraging response to the launch of the ePort Connect(TM) Stored Value, Loyalty and Certification Programs. The comprehensive ePort Connect service wirelessly enables self service terminals and vending machines to accept cashless payments, handles all elements of the transaction processing, and allows customers to monitor and manage their terminals online. The unique ePort Connect package supports USA Technologies' ePort cashless transaction product line, including the Company's web-based terminal reporting system, USALive(R). With ePort Connect self-service terminals can accept all major credit cards from magnetic stripe and contactless, to Near Field Communications which allows consumers to make purchases with their cellular phones.

The ePort Connect Stored Value and Loyalty program enables USA Technologies' customers to offer a comprehensive suite of tools to easily manage their own stored value and loyalty program. These tools include an online portal where users can load value, activate, deactivate and check balance on their cards, automated balance by phone, couponing, and international conversion.

The Stored Value and Loyalty program is powered by USA Technologies' PayDot(TM) a "smart" paper thin, nickel-sized sticker that enables users to make contactless transactions such as stored value and loyalty. The PayDot can be affixed to whatever is most convenient to the user including their cell phone, PDA, iPod(TM), coffee cup or employee badge. To see an image of the PayDot, go to <http://www.usatech.com/imgs/paydot2.jpg>

"The ePort Connect Prepaid, Loyalty and Certification programs are other value added services to help our customers drive revenues," said Mr. Lawlor. "We will continue to add new services and feature to our ePort Connect service in order to drive greater value and ROI for our customers and thus the Company's sales will continue to grow quarter after quarter."

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.

SOURCE: USA Technologies

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