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USA Technologies & Coinmach Launch eSuds Credit(TM) Solution for Commercial Laundry Industry

New Offering Opens Up 7.5 Million Unit Multi-Family Housing Laundry Market

MALVERN, Pa., Jan 10, 2008 (BUSINESS WIRE) -- USA Technologies (NASDAQ:USAT) announced today eSuds Credit, an online laundry service for the nation's multi-housing laundry industry. eSuds Credit enables residents in multi-family housing to go online to see what washers and dryers are available in their shared laundry facility, pay for their laundry services with a credit or debit card and be notified via email, PDA or cell phone when their wash or dry cycles are complete.

eSuds Credit, the unique laundry service has been installed by Coinmach in Potomac Place Tower, a modern high-rise apartment complex in the center of Washington, DC.

Coinmach Service Corporation is a distributor of eSuds and is the largest laundry equipment services company in North America, operating approximately 875,000 pieces of laundry equipment in approximately 80,000 locations, including laundries at more than 535 colleges. The overall self-service laundry market is estimated to consist of 89 million people living in rental housing, with 85 percent in multi-housing and 15 percent on campus.

"So far Potomac Place residents have quickly adapted to the eSuds laundry system. They've found it convenient and easy to use. The sentiment seems to be that eSuds has eliminated the drudgery from what was once a dull and time consuming chore," said Danielle Harris-Mills, Sales Associate for Capital Residential Properties. "Many residents appreciate how the online service accelerates their laundry process and gives them more free time."

"We have implemented eSuds in many of our college and university partner accounts for years, and we will continue to do so where the convenience works for the student customer. Our goal is to constantly raise the quality of service we provide to our customers by offering the highest level of technology and convenience available," said Dave Drake, Vice President of ASI Campus Solutions, the college division of Coinmach Corporation. "By adding credit and debit, therefore eliminating the need for quarters, eSuds use of credit cards is a premium online offering that responds to the emerging demands of customers in the multi-housing market. The additional electronic feature of knowing when machines are available and when they are finished is just another convenient addition to the old laundry procedure."

"We are working with Coinmach to expand our successful campus-based eSuds service to the multi-housing market," said Len Crosson, Vice President of Global Sales and Business Development, USA Technologies. "According to the Multi-Family Laundry Association, there are 7.5 million coin operated washers and dryers in the multi-family housing laundry market. Since this vast market is primarily untapped by online monitoring systems and credit card activated equipment we see great potential for eSuds credit."

USA Technologies already offers the eSuds online laundry service to nearly 40 universities and colleges nationwide, where students can use their campus ID cards to activate and pay for the service. The eSuds service is connected to about 6,000 washers and dryers in many of the most prestigious colleges and universities in America, including Carnegie Mellon University, Rutgers University, Temple University, Johns Hopkins, Miami University, and many others.

Coinmach's customers include leading property management companies, colleges and universities, and the United States Military. The company also leases laundry rooms in apartments and dormitories, and rents machines to apartment residents, Laundromats, and management companies.

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 marketing 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, the ability of the Company to increase revenues in the future due to the developing and unpredictable markets for its products, the ability to achieve a positive cash flow, the ability to obtain orders for its eSuds products, the ability to obtain new customers and the ability to commercialize its products, which could cause actual results or revenues to differ materially from those contemplated by these statements.

SOURCE: USA Technologies

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