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## **USA Technologies Demonstrates New Consumer Engagement Services**

### **Expanded ePort Connect Service Designed to Provide Customers Access to the Latest Technology**

Las Vegas, NV, April 26, 2012 -- USA Technologies, Inc. (NASDAQ: USAT), ("USAT"), is demonstrating an expanded [ePort Connect®](#) suite of services that would build on its market-leading cashless solutions and the latest trends in mobile, digital media and prepaid and loyalty programs at the 2012 [NAMA OneShow](#) in Las Vegas on April 25-27, 2012.

USA Technologies, known for providing turn-key cashless and contactless payment and telemetry services to the small-ticket, self service retail industries through its ePort Connect service, will be demonstrating to customers the ability to offer and manage a Prepaid and Loyalty Program and add Interactive Media Services to their vending machines, kiosks and other unattended terminals.

The Prepaid and Loyalty program from USA Technologies is designed to encourage return consumers and increased participation at the associated locations. Under the Prepaid and Loyalty program, USA Technologies' customers would be able to offer consumers a reloadable prepaid card and loyalty account that could be used to offer incentives for additional purchases and cash-back bonuses for loyal patrons. Consumers could manage their rewards and add funds to their account online or via a mobile application, as well as receive alerts about special promotions via email or their Facebook account.

USA Technologies new Interactive Media Service would enable customers to equip their self-service terminals with wireless, networked digital signage that would provide streaming dynamic content that could include nutritional information, advertisements, videos and more out to consumers at the point of sale. USAT believes that the Interactive Media Service would enable operators to offer the same consumer engagement experience seen on many of the more expensive, interactive vending machines, but as a retrofit that could easily be mounted onto the machine, or near the machine and managed and updated remotely.

"USA Technologies ePort Connect solution was built on the premise of a flexible, one-stop shop," said Maeve Duska, Vice President of Marketing for USA Technologies. "We want customers to be able to select the hardware and services that best suit their business needs, and to offer and support those services. Whether they require cashless payments, telemetry, or prepaid and loyalty and interactive media, our customers could add on to their existing service plan as their business objectives change and not be concerned with managing several different service providers. It's central to our one-stop philosophy that we continue to enhance the value of a USA Technologies connection and keep customers on the leading edge of new technology opportunities."

USA Technologies recently announced an upgrade of its ePort Connect service technology platform designed, in part, to make it possible to handle the increased data flow and scalability required to support a prepaid and loyalty program and interactive media. The upgrade also improved the system's interoperability with third-party devices, improved the consumer experience through faster authentication times, and enhanced USA Technologies' customer reporting system, USALive®.

Over the coming weeks USA Technologies will solicit feedback from customer test groups regarding the prepaid and loyalty program and interactive media services in order to finalize features, pricing and availability. These new services would be separately priced, add-on modules to USAT's core ePort Connect cashless and contactless payments and telemetry service modules that currently includes cashless and contactless payment processing services (including wireless connectivity, online sales reporting through USALive, settlement, over-the-air updates), remote DEX data management, machine health alerts and two-tier pricing.

NAMA OneShow attendees will be able to see demonstrations of USAT's new service offerings by visiting Booth #1229. USAT will also have its core cashless and telemetry services on display in the booth.

USA Technologies is a leading provider of cashless and contactless payment solutions and M2M telemetry services for the unattended, small-ticket market with more than 148,000 connections to its ePort Connect® service as of March 31, 2012.

## **Forward-looking Statements:**

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: All statements other than statements of historical fact included in this release, including without limitation the financial position, anticipated connections to our network, business strategy and the plans and objectives of the Company's management for future operations, are forward-looking statements. When used in this release, words such as "anticipate", "believe", "estimate", "expect", "intend", and similar expressions, as they relate to the Company or its management, identify forward-looking statements. Such forward-looking statements are based on the beliefs of the Company's management, as well as assumptions made by and information currently available to the Company's management. Actual results could differ materially from those contemplated by the forward-looking statements as a result of certain factors, including but not limited to, business, financial market and economic conditions, including but not limited to, the ability of the Company to retain key customers from whom a significant portion of its revenues is derived; the ability of the Company to compete with its competitors to obtain market share; the ability of the Company to obtain widespread commercial acceptance of its products; and whether the Company's existing or anticipated customers purchase ePort devices in the future at levels currently anticipated by the Company. Readers are cautioned not to place undue reliance on these forward-looking statements. Any forward-looking statement made by us in this release speaks only as of the date of this release. Unless required by law, the Company does not undertake to release publicly any revisions to these forward-looking statements to reflect future events or circumstances or to reflect the occurrence of unanticipated events.