



March 20, 2007

MasterCard & USA Technologies Expand MasterCard® PayPass® e-Port Deployment to Include Great Plains Coca-Cola Bottling Co.

Oklahoma City & Tulsa Next to Convert Vending Machines to Accept Contactless Cashless Payments

Purchase, NY, March 20, 2007 - MasterCard Worldwide and USA Technologies (Nasdaq: USAT) announced today that Great Plains Coca-Cola Bottling Company will begin equipping vending machines with USA Technologies' e-Port® G6 cashless transaction solution to accept MasterCard® *PayPass*® contactless payments. Great Plains Coca-Cola Bottling Company, which vends beverages and snacks throughout central and northeast Oklahoma and northwest Arkansas, is the third major US bottling company to convert to cashless and contactless vending in recent months.

The machines will be deployed first in Oklahoma City and Tulsa in multiple market environments, including colleges and universities, healthcare, hospitality, and businesses and industry workplaces. The machines will accept MasterCard *PayPass* contactless payment functionality as well as all major credit cards and cash.

"Great Plains Coca-Cola Bottling Company is among the oldest and largest family businesses in the State of Oklahoma, and we owe our success to delivering quality product and innovative technology that adds convenience to the consumer's purchasing experience," said Ed Smith, Director Operations/IS of Great Plains Coca-Cola Bottling Company. "Marketplace surveys increasingly show that credit cards are rapidly becoming the preferred method of payment, and by equipping our vending machines with e-Port and MasterCard *PayPass*, we are responding to what our customers want, making purchases from our vending machines even easier."

The installations in Oklahoma City and Tulsa are among the 6000 self-service point-of-sale terminals and vending machines MasterCard and USA Technologies are deploying in more than a dozen cities nationwide. Other major cities deploying the technology include Las Vegas, San Francisco, Los Angeles, Boston, Denver, Seattle, Miami, Orlando and Washington, D.C.

"Consumers want to use cards for small purchases, and MasterCard is working with innovators like USA Technologies and Great Plains Coca-Cola Bottling Company, who are embracing leading edge technology to respond to consumer demand," said T.J. Sharkey, Group Head, National Accounts, U.S. Commerce Development, MasterCard Worldwide. "By combining our technologies, we are providing greater speed, ease and more convenience for consumers making purchases from vending machines, while driving greater opportunity for vending operators to improve efficiencies and generate increased revenues."

The deployment of the 6000 e-Port G6 *PayPass*-enabled vending machines represents the largest rollout of contactless technology in the vending and point of sale markets in America.

To make a cashless transaction at a *PayPass*-enabled vending machine, consumers need only tap their MasterCard *PayPass*-enabled credit card or device on the e-Port terminal. The terminal flashes a light and produces a tone to signal the completion of the transaction in seconds. No signature is required.

The *PayPass*-enabled machines also accept non-card contactless credit payment devices, such as a convenient payment tag that fits on a key chain for easy access, as well as magnetic stripe technology for traditional swipe card payments.

Great Plains Coca-Cola Bottling Company is one of the ten largest Coca-Cola operations in the United States. The company also operates "Snappy Snack Vending," a full-line vending machine snack service.

How MasterCard *PayPass* Works

MasterCard *PayPass* uses radio frequency technology to transmit payment details wirelessly between the *PayPass* device and the merchant's terminal. The transaction is then processed through the MasterCard network for clearing and settlement. *PayPass* cards include magnetic stripe technology, so the cards can also be used in the traditional manner anywhere MasterCard is accepted around the world. *PayPass* technology can also be used in a number of non-card devices, such as a convenient payment tag that fits on a key chain for easy access.

About MasterCard *PayPass*

MasterCard *PayPass* is ideal for traditional cash-heavy environments where speed is essential, and has led the way in bringing contactless technology to consumer categories such as quick serve restaurants, drug stores, gas stations, vending machines, convenience stores, sports arenas, movie theaters, transit systems and parking garages. There are nearly 13 million *PayPass* cards and devices issued globally, and *PayPass* is currently accepted globally at 46,000 merchant locations, including participating 7-Eleven, CVS, McDonald's, Regal Entertainment Group theaters and many others. *PayPass* is also accepted at numerous football and baseball stadiums. For more information about MasterCard *PayPass* and a full list of participating merchants, visit www.mastercard.com/PayPass.

About MasterCard Worldwide

MasterCard Worldwide advances global commerce by providing a critical economic link between financial institutions, businesses, cardholders and merchants worldwide. As a franchisor, processor and advisor, MasterCard develops and markets payment solutions, processes close to 14 billion payments each year, and provides industry-leading analysis and consulting services to financial institution customers and merchants. Through its family of brands, including MasterCard®, Maestro® and Cirrus®, MasterCard Worldwide serves consumers and businesses in more than 210 countries and territories. For more information go to www.mastercardworldwide.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.