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USA Technologies' Innovative "JumpStart" Cashless Vending Program Wins Continued Customer Acceptance

Over 20,000 ePort Cashless Devices Committed to Date

MALVERN, Pa., Aug 12, 2010 (BUSINESS WIRE) -- USA Technologies, Inc. (NASDAQ: USAT) announced today that over 20,000 ePort cashless payment terminals have been shipped or verbally committed to by customers under the JumpStart program.

JumpStart was originally launched in January 2010 to help vending operators and bottlers acquire the ePort EDGE cashless terminal at no cost, paying only a low monthly service fee, and avoiding the need to make a major upfront capital investment. The ePort EDGE, which accepts swipe cards only, is the only one-piece cashless reader and controller combo on the vending market, with PCI Level One compliant security.

The program was recently expanded to include the company's top-of-the-line ePort G8 terminal, which accepts contactless cards in addition to traditional magnetic swipe cards as well as the Get One/Buy One (GoBo) option--which enables a customer to get an ePort under a rental agreement if they commit to buying one by December 31, 2010.

"As of today, we have shipped to our customers approximately 15,000 devices and our customers have committed to take another 5,000 devices under the JumpStart program. And interest in the program continues to grow," said Stephen P. Herbert, President & COO, USA Technologies. "In these challenging economic times, operators responded swiftly to the program. We believe that cashless payment systems are proving to be an important tool in combating the decline in margins that the vending and self-service industries have been experiencing. We also believe that with the upfront capital cost eliminated, the decision to implement cashless becomes an easy one."

Under the JumpStart program, customers keep the JumpStart devices as long as they are activated on USA Technologies' ePort Connect Service. JumpStart includes the ePort Connect services package for wireless connectivity, card processing, consumer services, online reporting, machine alerts and 'over-the-air' (OTA) software upgrade capability, all with the highest level of PCI security.

In addition, customers who acquire at least 25 ePorts through the JumpStart program are eligible to participate in USAT's Business Deployment Planning program to help them deploy their cashless machines for the best financial returns. (For more information on ePort Connect, visit http://www.usatech.com/eport/eport_connect.php)

"USA Technologies has helped us from beginning to end with our cashless experience providing us with the hardware, the wireless technology, through payment each week on all the cashless sales that we have," said Tom Beals, Director of Operations, Southern Refreshment Services. "It's easier for us to deal with one company from beginning to end. With USA Technologies it's a one-stop shop for us." http://www.usatech.com/eport/eport_testimonials.php

"We take care of everything for our customers, from installation, merchant account set-up, and wireless SIM activation, to business deployment planning and 24x7 customer service and support," concluded Mr. Herbert. "We believe we have the most extensive industry experience and a unique ability to bundle our solutions as well as tailor them to individual customer needs--a combination unmatched in the vending market. Our customers value our service for its ease of implementation, our experience from over 12 years specializing in the small-ticket, unattended space, and our wealth of knowledge and data to help guide them towards success. The JumpStart program is just another way we are empowering our customers to go cashless."

The JumpStart program has contributed to the number of cashless connections USAT has added to its service. As of June 30, 2010, there were over 82,000 devices connected to the Company's service. The Company expects to reach its goal of at least 100,000 devices connected to its ePort Connect service by December 31, 2010, and achieve positive EBITDA (Earnings before Interest, Taxes, Depreciation and Amortization) for the quarter ended December 31, 2010.

The Company recently announced that it believes that the acceleration of cashless payment technology is based in part on the fact that vending operators using the USAT cashless solution are recognizing the positive impact that cashless vending is having on sales, margins and net operating profit, in addition to the operator's customers requesting the technology.

The Company believes that positive customer results paired with current industry dynamics and the success of the JumpStart Program has helped to accelerate the successful rollout of cashless vending.

To learn more about the JumpStart Program, contact a USA Technologies, Inc. representative at 800-633-0340 or online at http://www.usatech.com/eport/eport_jumpstart.php.

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 been granted 76 patents and has agreements with AT&T, Visa, Compass and others.

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; whether the Company's existing or anticipated customers purchase ePort devices in the future at levels currently anticipated by the Company; or whether our shares or publicly traded warrants would continue to meet the eligibility requirements for continued listing on The NASDAQ Stock Market, LLC. 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.

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