



April 17, 2009

USA Technologies Announces New ePort Connect Deployment Consulting Service

Knowledge Database Helps Customers Deploy Cashless Payment Capability to Drive Revenue Growth and Operating Profits

MALVERN, Pa., Apr 17, 2009 (BUSINESS WIRE) -- USA Technologies (NASDAQ: USAT) today announced a new deployment consulting service aimed at helping vending operators grow their operating profits.

The ePort Connect Deployment Consulting Service was developed in response to customer requests for guidance on when, where and how to deploy cashless vending services. Drawing on insights from its 15 years of experience in network and financial services for unattended point of sale, as well as a database of 35 million unattended small ticket credit and debit card transactions that USAT has processed to date, USA Technologies is in the unique position to help operators deploy their credit- and debit-card-enabled vending machines based on actual purchasing intelligence, ensuring the best financial return.

"When our customers make the important strategic decision to invest in our ePort cashless and telemetry services, our priority is to provide them with the very best market guidance and productivity services to fully leverage that investment," said Jim Turner, Vice President, Deployment, USA Technologies. "Our customers quickly realize that our perspective as an experienced network and financial services company focused on the unattended point of sale and vending industries serves them well when choosing a primary partner to implement cashless capabilities. This is our core business. It is what we do all day, every day - and in large part is what sets us apart from competitors, including traditional currency system manufacturers and others, for whom this is not their primary business. Simply stated, we endeavor that our customers benefit from USAT's experience, market leadership and knowledgebase in financial and network services, and our commitment to helping them succeed as they enter a new and strategic phase of their business," said Mr. Turner.

USA Technologies' ePort Connect Deployment Consulting Service utilizes a five-step process for the successful deployment of cashless vending machines, kiosks and POS terminals by skilled and experienced deployment teams. The process includes:

- **Preparation** - Identify accounts based upon our knowledgebase of experienced, successful, cashless customers and their performance criteria to deliver incremental operating profit, site surveys, machine compatibility and wireless signal checks, equipment orders/delivery, and project management timeline.
- **Installation** - Onsite training, as well as online e-Learning training, of the installation process, activation process, competency testing and certification process.
- **Settlement** - Process design & configuration with e-Learning training and configuration of the settlement process.
- **Reporting** - Hands-on and online training for everything from application to operations, finance, sales and service. Transactional reports configured by time period, machine and region. Graphical reports to provide sales intelligence never before available. Condition reports to ensure payment systems are operating at all times.
- **Service** - Training for troubleshooting. Online training is available, detailing techniques. A help line provides support. Fast track warranty and parts supply.

"We have the skills, the technology, and the knowledge database with the most comprehensive level of detail about consumer purchasing habits to advise operators where to deploy their ePort terminals for the best business results with near pin-point accuracy," said Mr. Turner. "No one else in the industry has the depth or breadth of the USAT customer knowledge base, or the proven experience to accurately guide customers on marketplace deployment that projects financial return for every individual machine."

The knowledge base includes recent market intelligence gained from an in depth analysis of 6,000 representative ePort cashless terminals serving 30 different market channels.

A number of major national vending operators have already contracted USA Technologies to develop their business plans for broad deployment of cashless vending. A major bottler worked with USA Technologies to help develop USAT's financial model for business planning.

"One global bottling operator remarked that his company had been waiting two years for such accurate market intelligence," said Mr. Turner. "Another reported that by utilizing USAT's deployment services, he was able to 'laser focus' his investment in more profitable markets for the best possible return."

USA Technologies has the industry's broadest installation base of unattended cashless locations with nearly 50,000 terminals deployed by approximately 500 bottlers, vending and kiosk operators in the US and Canada. The company has already processed 35 million small ticket credit and debit card transactions in just the last few years with major global brands.

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. To view a Company overview presentation, visit http://www.usatech.com/company_info/dl/USAT_company_overview.pdf

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, ability to reduce operating costs in the future as anticipated, ability to maintain the gross margins in the future as anticipated, product acceptance, the ability to continually obtain increased orders of its products, the ability to meet installation goals, economic, competitive, governmental impacts, whether pending patents will be granted or defensible, validity of intellectual property and patents, the ability to license patents, the ability to commercialize developmental products, as well as technological and/or other factors.

SOURCE: USA Technologies

USA Technologies:

George Jensen, Chairman & CEO

Stephen P. Herbert, President & COO

800-633-0340

sherbert@usatech.com

or

Investor Relations:

Porter, LeVay & Rose

Marlon Nurse, Vice President

212-564-4700

Copyright Business Wire 2009