



April 30, 2010

## **ePort EDGE, Winner of the 2010 NAMA Innovation Award**

### ***USAT Showcases Award-Winning Hardware as well as PCI-Compliant, Turn-Key Cashless Payment Service***

MALVERN, Pa., Apr 30, 2010 (BUSINESS WIRE) -- USA Technologies, Inc. (NASDAQ: USAT), a leading supplier of networked devices and wireless non-cash transactions, associated financial/network services and energy management, today reported that the ePort EDGE(TM) cashless payment terminal, winner of the 2010 NAMA (National Automatic Merchandising Association) Innovation Award for vending technology, is at the center of their hardware and support services demonstrated at the NAMA Expo, April 28 through 30 in Chicago, Illinois.

USAT is also showcasing its turn-key payment processing capabilities, including its cashless hardware and comprehensive back-end services program, ePort Connect. ePort Connect consists of merchant account set up and management, wireless connectivity, online sales reports, consumer support, over-the-air (OTA) updates, DEX data transfer and machine health alerts. USAT's hardware and services are also certified as PCI compliant.

"We believe that one of USAT's strengths is that we are a one-source supplier for all of the on-going services required to make cashless happen in a self-service market like vending," said Stephen P. Herbert, President and COO, USA Technologies. "And we pride ourselves in our ability to design solutions that we believe make it easy for operators to implement cashless technology in their business. The EDGE is an example of that - its one-piece design enables easier installation, and it comes activated and ready to accept credit cards. We are thrilled to have been recognized with the prestigious NAMA Innovation Award for the ePort EDGE."

NAMA introduced the Innovation Award this year as "recognition of the people and ideas that are moving the industry forward," stating on their website that "innovation is the lifeblood of any business or industry. It may be an idea, product, new invention, service or process that is perceived by customers, industry partners or end-users as being new and better than what exists, is economically viable and has widespread appeal."

The EDGE won the NAMA Innovation Award based on this criteria and for its numerous innovative features, including one-piece design, faster transaction processing, and ability to perform various tasks simultaneously to for maximum up-time. The EDGE is also able to do over-the-air (OTA) updates which eliminate the need for technicians to make visits to machines when updates are required.

USA Technologies' EDGE is supported by their ePort Connect Service(R), which was designed to make cashless implementation quick and easy by providing a truly one-stop cashless payments system.

"Depending on the service provider you choose, a cashless installation can have a lot of moving parts," continued Herbert. "With other solutions on the market one typically has to deal with multiple service providers. If you have an issue, which do you call? With USA Technologies there is one service provider, one phone number."

"When we entered this market over ten years ago, we knew we had to develop a turn-key program that gives an operator all the tools they would need to go cashless - including deployment planning guidance. One agreement to sign to get a customer started, one call to make if there is an issue, and our deployment planning personnel are there to help operators make installation decisions based on our information database. Our customers can focus on their vending business while utilizing our cashless payment system," concluded Herbert.

The Company recently announced having more than 73,000 devices connected to its network and approximately 900 customers as of March 31, 2010.

USA Technologies full product and service portfolio, including the award-winning ePort EDGE, is being demonstrated in NAMA Booth 843.

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