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## USA Technologies Highlights New Mobile Payment and Loyalty Programs, ePort G9 and G-10 at NAMA OneShow

**New Consumer Engagement Tools Designed to Enhance Cashless Payment Platforms by Helping to Drive Repeat Business, Brand Loyalty and Consumer Satisfaction**

### **New Generation of Cashless Payment Devices Designed to Bring More Value with Greater Functionality**

MALVERN, Pa.--(BUSINESS WIRE)-- [USA Technologies, Inc.](#) (NASDAQ: USAT), ("USAT"), a leader of wireless, cashless payment and M2M telemetry solutions for small-ticket, self-serve retailing industries, highlighted its [expanded suite of cashless payment services](#) and [next generation ePorts](#) at the NAMA OneShow in Las Vegas last week. Visitors to USAT's booth were continuous, as customers stopped to learn about the latest mobile payment and consumer engagement tools now incorporated into USAT's ePort Connect® service for cashless payment and telemetry. The new services are designed to capitalize on the new world of opportunities made possible by connecting businesses to consumers, and consumers to businesses, as industries like vending transition from cash to cashless forms of payment, particularly mobile payment.

Highlighted services included:

- USAT's new [loyalty and prepaid program](#). Through USAT's new loyalty & prepaid program, business owners have the ability to provide alternative payments capabilities, reach consumers directly, impacting buying behavior *before* the point of purchase, and reward consumers when they do make a purchase at their machines. These capabilities are designed to help increase sales and participation at customer locations and utilize features such as cash back rewards on purchases, exclusive offers, promotions and product information. Customers can also opt to participate in upgrade options for [customized branding](#).
- USAT's [mobile marketing app](#) gives vending operators the ability to heighten the consumer experience, especially for today's growing smart phone-oriented generation. Utilizing technologies of Verizon Wireless, the mobile app is designed to integrate with USAT's loyalty and prepaid program. The mobile app enables consumers to [watch how their points accumulate](#), send loyalty points to friends and [locate](#) their favorite vending machines.
- USAT's [mobile payment, loyalty program and "Fifth Vend Free" promotion](#). Following its successful pilot with [Isis](#) in Salt Lake City and Austin, USAT is expanding via the addition of a [loyalty program](#). Under the ["Fifth Vend Free" promotion](#) announced by USAT and Isis, customers are eligible to receive free products from vending operators based upon loyalty rewards earned by using the Isis Mobile Wallet™ to pay for a purchase at a qualifying terminal. The USAT mobile payment and loyalty program will integrate USAT's installed base of over 100,000 contactless cashless payment terminals with [Isis' SmartTap™](#) mobile commerce technology, for rewards acceptance and redemption.

USAT also demonstrated a [new generation of cashless payment devices](#) at the NAMA OneShow—the [ePort G9](#) and [ePort G10](#)—designed to bring more value to businesses through expanded acceptance options, consumer engagement offerings and advanced diagnostics.

"Our goal at the NAMA OneShow was to demonstrate to our customers how USAT is continuing to deliver value on all fronts—from our hardware to exciting new services that we believe expand their potential to succeed," said Maeve McKenna Duska, USAT's Vice President of Marketing. "Forward-thinking businesses across the country are cashing in on the value that a connected world can bring to their business. For example, programs that reward consumers for their loyalty or incentivize consumers away from other retailers by promoting their favorite product haven't been utilized in this historically cash-based market. A vending business never knew who its consumers were, what they bought or why. Now, these businesses can benefit from a connection to the consumer through prepaid and loyalty programs and mobile applications that provide anywhere, anytime access to their customers."

"We believe that the growing number of 'always addressable' consumers enabled by mobile technologies creates an almost immeasurable opportunity for the self-service, small ticket market," said Stephen P. Herbert, USAT's Chairman and Chief Executive Officer. "USAT's commitment to innovation has always been aligned around the needs of our customer and that means keeping them connected to the buying habits of tomorrow's consumers, particularly in mobile payment. We anticipate that the new offerings introduced at the NAMA OneShow last week will entice the consumer in ways never possible in a cash-based environment, taking cashless payment to a whole new level—from a payment alternative, to an opportunistic platform for

revenue growth and competitive differentiation for customers, as well as for USAT."

To speak to a USAT sales representative, call 1-800-633-0340.

**About USA Technologies:**

USA Technologies is a leader of wireless, cashless payment and M2M telemetry solutions for small-ticket, self-serve retailing industries. ePort Connect® is the company's flagship service platform, a PCI-compliant, end-to-end suite of cashless payment and telemetry services specially tailored to fit the needs of small ticket, self-service retailing industries. USA Technologies also provides a broad line of cashless acceptance technologies including its NFC-ready ePort® G8-G10, ePort Mobile™ for customers on the go, and QuickConnect™, an API Web service for developers. USA Technologies has been granted 85 patents; and has agreements with Verizon, Visa, Elavon and customers such as Compass, Crane, AMI Entertainment and others. Visit the website at [www.usatech.com](http://www.usatech.com).

**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, USAT's anticipated commercial availability and costing of its new generation products, programs, and services, are forward-looking statements. When used in this release, words such as "anticipate", "believe", "estimate", "expect", "intend", and similar expressions, as they relate to USAT or its management, identify forward-looking statements. Such forward-looking statements are based on the beliefs of USAT's management, as well as assumptions made by and information currently available to USAT'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, whether USAT can timely manufacture and introduce to the marketplace its new generation devices and services, including its prepaid and loyalty programs; the ability of USAT to obtain widespread commercial acceptance of its new generation products and its programs and services, including its loyalty and prepaid programs; and the incurrence by USAT of any unanticipated or unusual non-operational expenses, such as in connection with a proxy contest, which would require us to divert our cash resources from achieving our business plan including the development and commercial introduction of our new generation devices or our programs or services, or, in the alternative, increase our cash resources through, among other things, the sale of our securities. 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, USAT 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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