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USA Technologies Launches the "Quick Start" e-Port® Service Plan

New Offer makes it easier for vending operators and bottlers to drive sales and give their customers the convenience of credit card acceptance

Chicago, IL, October 10, 2007-- USA Technologies (USAT: NASDAQ) announced today at NAMA (National Automatic Merchandizing Association) National Expo in Chicago the new [Quick Start purchasing program](#). The Quick Start Program is a limited time offer that gives vending machine operators and bottlers a 'no money down' program to bring their customers the convenience of using their credit and debit cards to vend snacks and beverages.

The Quick Start program enables buyers to proliferate credit card acceptance across their fleets of vending machine without tapping into capital dollars.

"The goal of the Quick Start Program is to make getting started on the e-Port Connect service quick, easy and financially convenient," said Stephen P. Herbert, USA Technologies. "We designed Quick Start so operators and bottlers can immediately realize a positive return on investment without making a large capital expenditure," he said. "Our customers have clearly indicated they want a service that gives them greater flexibility to acquire our e-Port services, and Quick Start responds to that market need."

The Quick Start program is structured so a vending operator or bottler pays only \$24.95 per month for the e-Port device and full e-Port Connect services over a pre-determined period.

The Program is an initiative that will help lower the cost and expense of getting started, while allowing our customers to benefit from our technology, giving them the ability to compete immediately in the cashless marketplace.

The National Automatic Merchandising Association (NAMA) is the world's largest vending exposition, and this fall is expecting more than 800 vending operating companies to be represented by 2,200 buyers, with 5,300 total attendees and 290 exhibiting companies.

USA Technologies, a NAMA member, will demonstrate its full e-Port online and wireless cashless transaction product line, including technology that accepts magnetic swipe and contactless credit and debit cards, and Near Field Communications technology that accepts payment using cellular telephones and other wireless payment systems.

It will also feature e-Port Connect? a complete portfolio of high-speed turnkey services for the multi-billion dollar unattended point-of-sale (POS) markets.

e-Port Connect is being offered to the payment industry as a solution for unattended POS to further extend the Company's reach into unattended point of sale, and to build upon USA Technologies' growing success with e-Port technology in the vending market, commercial laundry and office equipment.

"We are taking the cashless services that we have finely tuned in our existing markets and directing them into new unattended multi-billion dollar POS opportunities such as kiosks, parking, tolls, mass transit and others," said Mr. Herbert.

Company executives will be on hand at the McCormick Convention Center to explain the product line and services offerings.

USA Technologies today is recognized as the global leader in Intelligent Vending?, bringing a cashless alternative to the once cash only vending industry, and new ways for consumers to use cashless devices and services.

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.