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## Premier Food Service Selects USA Technologies as a Strategic Partner as They Move toward Connecting 100% of Their Machines to Cashless Payment

*Includes ePort Connect® Service for over 1,400 vending machines and over 300 Vendors Exchange micro markets equipped with the MORE® Consumer Loyalty program*

MALVERN, Pa.--(BUSINESS WIRE)-- [USA Technologies, Inc.](http://www.usatech.com) (NASDAQ:USAT) ("USAT"), a payment technology provider of cashless and mobile transactions in self-serve retail, today announced a strategic agreement with Premier Food Service, a Canteen Franchise and leading foodservice provider in Kansas, adding to its expanding list of customers that are going cashless and building customer loyalty programs for unattended retail experiences. USAT is working with Premier Food Service to upgrade hundreds of the company's machines to its state-of-the-art ePort Connect® cashless payment system, enabling the company to track the acceptance of cash, credit/debit cards, and contactless payments, including mobile wallet payments such as Android Pay and Apple Pay. Premier Food Service has also worked with USAT to connect more than 300 Vendors Exchange (VE) Kiosks with a consumer engagement and loyalty program.

The customized Premier Food Service version of the MORE loyalty program (branded to consumers as the [Premier Market Card](#)) boasts thousands of members and provides a variety of benefits to consumers.

"As personalization becomes more common in the marketplace, we wanted to be one step ahead of the trend with customer loyalty and reward programs being at the center of our go to market strategy," said Gary Kurth, chief operations officer, Premier Food Service. "By partnering with best-in-class providers like USA Technologies and Vendors Exchange, we are able to utilize innovative hardware like the VE Kiosk and ePort G-10S and layer on the consumer services that allow us to delight our customers, whether it be by simply allowing them to pay the way they want (via cash, swipe or tap) or by rewarding them at the point of sale for their patronage."

"We are a service industry that relies on technology to deliver on our commitment to excellence and we understand the importance of having the right partners to help execute our vision," Gary continued. "USAT has made it easy for companies like ours to quickly deploy innovative cashless payment technologies across our business so that we can better engage consumers at the point-of-sale and build in customer loyalty programs."

Based in South Central Kansas, Premier Food Service was established in 1993 and became a Canteen Franchise in 2012. The company is leveraging USAT's Premier Support Services to deploy new devices in the field with plans to expand its footprint of Premier Market Card locations. We believe that USAT's consumer engagement platform is advanced and flexible, and offers an opportunity to serve up targeted promotions to consumers and build customer loyalty in a way that wasn't possible before in the unattended retail market.

"We are thrilled that Premier Food Service is joining the growing number of customers that are moving towards connecting 100 percent of their operations to our platform," said Maeve McKenna Duska, senior vice president for sales and marketing, USA Technologies. "We strive to provide our customers with one of the best tools for driving trust and loyalty in unattended retail."

As a Model Market customer, Premier Food Service will also have access to USAT's Premier Support Service, its best-in-class support services. This includes deployment planning, project management, field installation support, training of staff, comprehensive marketing programs and performance analysis to ensure a smart, streamlined rollout and fast returns on the investment. The company will also have access to USAT's Knowledge Base data, and customized reporting to further support deployment.

### Useful Links:

Premier Food Service: <http://www.pfskansas.com/>

Vendors Exchange and USAT Partner to Launch the VE Kiosk: <http://prn.to/2oLkSwX>

USA Technologies: <https://usatech.com/>

Twitter: [https://twitter.com/usa\\_tech](https://twitter.com/usa_tech)

YouTube: <https://www.youtube.com/user/USATechnologies>

Resource Center: <https://usatech.com/resource-center/the-benefits>

## **Sales and Partnership Inquiries:**

Please contact USA Technologies, Inc. at +1 800.633.0340 or [sales@usatech.com](mailto:sales@usatech.com).

## **About ePort Connect®:**

USAT's ePort Connect service is a PCI-compliant suite of cashless payment and telemetry services specially tailored to fit the needs of self-serve retail industries. Designed to be a "one-stop shop," services offered through ePort Connect include wireless and merchant account setup, simplified processing rates, settlement and reconciliation, 24 x 7 customer service and a host of value-added services including mobile payment, loyalty programs, and integrated payment services for micro-markets and other POS devices.

## **About Premium Support Services:**

USAT's Premium Support Service bundles USAT's best-in-class services to ensure one of the most efficient and effective deployments of USAT's cashless technology through cohesive planning that seeks to maximize returns for customers on their investment in cashless technology. Services include deployment planning by industry experts, project management, field installation support and training, marketing support; and post installation performance analysis; access to data and analytics gleaned from USAT's flagship Knowledge Base; and customized reporting to best support their unique deployment. USAT's Premium Support Service is made available to customers that have made a commitment to connect a significant portion of their locations to USAT's service.

## **About USA Technologies**

USA Technologies, Inc. is a premier payment technology service provider of integrated cashless and mobile transactions in the self-service retail market. The company also provides a broad line of cashless acceptance technologies including its NFC-ready ePort® G-series, ePort Mobile™ for customers on the go, ePort® Interactive, and QuickConnect, an API Web service for developers. USA Technologies has 73 United States and foreign patents in force; and has agreements with Verizon, Visa, Chase Paymentech and customers such as Compass, AMI Entertainment, and others. For more information, please 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 the business strategy and the plans and objectives of USAT'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 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, the ability of USAT to predict future market conditions and consumer behavior; and the possibility that all of the expected benefits and efficiencies from going 100% cashless, or from using USAT's Premium Support Services or the MORE Loyalty program will not be realized by all vending operators and on all vending machines or within the expected time period. 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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