



TransAct Appoints Dana Loof as Chief Marketing Officer to Accelerate Growth and Platform Expansion

January 20, 2026

HAMDEN, Conn.--(BUSINESS WIRE)--Jan. 20, 2026-- TransAct Technologies Incorporated (Nasdaq: TACT) ("TransAct" or the "Company"), a global leader in software-driven technology and integrated printing solutions, today announced the appointment of Dana Loof as Chief Marketing Officer. Ms. Loof will lead TransAct's global marketing organization, with a mandate to strengthen brand leadership, sharpen go-to-market execution, and accelerate adoption of the Company's growing technology portfolio.

Ms. Loof has a 30-year track record leading high-growth technology companies, where she has been responsible for global marketing strategy, brand strategy and positioning, category building, revenue generation, and customer engagement initiatives. In her role, she will be responsible for defining TransAct's global marketing strategy, unifying brand and product positioning, and driving demand and customer loyalty across the Company's core markets.

Her appointment underscores TransAct's strategic focus on accelerating growth and expanding the reach of its BOHA! platform, as well as its casino and gaming solutions. TransAct's software-led offerings enable customers to improve safety and operational efficiency, as well as comply with regulatory standards using data-driven insights and automation to better serve their markets.

"Dana brings a rare combination of category-creation leadership and revenue-driven marketing execution," said John Dillon, Chief Executive Officer of TransAct. "As we continue to scale our software and platform strategy, Dana's experience building strong market narratives, aligning marketing with sales, and leading high-performance teams will be instrumental in strengthening our position and driving sustained growth."

Prior to joining TransAct, Ms. Loof worked as an independent consultant providing chief marketing officer services and served as Chief Marketing Officer at Evolv Technologies Holdings, Inc. (Nasdaq: EVLV), where she led the go-to-market strategy for a new category of AI-enabled security detection products. Previously, she held senior marketing leadership roles at Palo Alto Networks, Symantec Corporation and Oracle, supporting companies through periods of rapid growth, market expansion, and strategic transformation.

"I'm excited to join TransAct at a pivotal moment in its transformation," said Ms. Loof. "The Company has a strong foundation, differentiated technology, and a clear opportunity to lead in existing markets and expand into new markets. My focus will be on sharpening our positioning, building a modern, scalable marketing engine, and deepening customer engagement to drive measurable, sustainable growth."

About TransAct Technologies Incorporated

TransAct Technologies Incorporated is a global leader in developing and selling software-driven technology and integrated printing solutions for large and emerging markets including food service, casino and gaming, and POS automation. The Company's solutions are designed from the ground up based on customer requirements and are sold under the BOHA!®, AccuDate®, EPICENTRAL®, Epic and Ithaca® brands. TransAct has sold over 4.0 million printers, terminals and other hardware devices around the world and is committed to providing world-class service, spare parts, and accessories to support its installed product base. Through the TransAct Services Group, the Company also provides customers with a complete range of supplies and consumable items both online at <http://www.transactsupplies.com> and through its direct sales team. TransAct is headquartered in Hamden, CT. For more information, please visit <http://www.transact-tech.com> or call (203) 859-6800.

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Forward-Looking Statements

Certain statements included in this press release are "forward-looking statements" within the meaning of the U.S. federal securities laws, including the Private Securities Litigation Reform Act of 1995. Forward-looking statements are any statements other than statements of historical fact. Forward-looking statements represent current views about possible future events and are often identified by the use of forward-looking terminology, such as "may," "will," "could," "expect," "intend," "estimate," "anticipate," "believe," "project," "plan," "predict," "design" or "continue" or the negative thereof or other similar words. Forward-looking statements are subject to certain risks, uncertainties and assumptions. In the event that one or more of such risks or uncertainties materialize, or one or more underlying assumptions prove incorrect, actual results may differ materially from those expressed or implied by the forward-looking statements.

Important factors and uncertainties that could cause actual results to differ materially from those expressed or implied by the forward-looking statements include, but are not limited to, the following: the adverse effects of current economic conditions on our business, operations, financial condition, results of operations and capital resources; difficulties or delays in manufacturing or delivery of inventory or other supply chain disruptions; inflation; the Russia/Ukraine and Middle East conflicts; inadequate manufacturing capacity or a shortfall or excess of inventory as a result of difficulty in predicting manufacturing requirements due to volatile economic conditions; price increases, decreased availability of third-party component parts or raw materials at reasonable prices, price wars or significant pricing pressures affecting the Company's products in the United States or abroad; increased product costs or reduced customer demand for our products in the United States or abroad, including as a result of trade wars, tariffs or other trade actions; our ability to successfully develop new products that garner customer acceptance and generate sales, both domestically and internationally, in the face of substantial competition; our ability to achieve the anticipated benefits of our acquisition of a licensed copy of the source code for the BOHA! software and risks to our reputation and business relating to the source code transition; any system outages, interruptions or other disruptions to our software applications, including as a result of unexpected errors or mistakes in connection with over-the-air updates; our ability to successfully grow our business in the food service technology market; renewal rates for our subscription-based products; risks associated with the pursuit of strategic initiatives and business growth; our dependence on a single contract manufacturer for the assembly of a large portion of our products in Asia; our dependence on significant suppliers; our ability to recruit and retain quality employees; our dependence on third parties for sales outside the United States; marketplace acceptance of new products; risks associated with foreign operations; the imposition of additional duties, tariffs, quotas, taxes, trade barriers, capital flow restrictions and other charges on imports and exports by the United States or the governments of the countries in which we or our manufacturers and suppliers operate; political and policy uncertainties, and any adverse economic impacts resulting from such uncertainties; our ability to protect intellectual property; exchange rate fluctuations; the availability of needed financing on acceptable terms or at all; volatility of, and decreases in, trading prices of our common stock; and other risk factors identified and discussed in the Company's Annual Report

on Form 10-K for the year ended December 31, 2024, and in the Company's periodic and other reports filed with the Securities and Exchange Commission. We caution readers not to place undue reliance on forward-looking statements, which speak only as of the date of this release. We undertake no obligation to publicly or otherwise revise any forward-looking statements, whether as a result of new information, future events or other factors, except where we are expressly required to do so by applicable law.

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