TRANSACT
Technologies Incorporated

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TransAct's New Ithaca® 9800 Headlines Company's Appearance at NRA Show 2014

- Company to Demonstrate Line of Innovative Food Safety Terminals at Leading Foodservice Industry Tradeshow -

HAMDEN, Conn.--(BUSINESS WIRE)-- TransAct Technologies Incorporated (Nasdaq:TACT), a global leader in market-specific solutions, including printers, terminals, software and other products for transaction-based and other industries, announced today that the Company would highlight its innovative new Ithaca® 9800 food safety terminal and industry-leading Ithaca® 9700 food safety terminal at the National Restaurant Association ("NRA") Show 2014. Held on May 17-20, 2014 at McCormick Place (Booth #6254) in Chicago, Illinois, the NRA Show 2014 attracts more than 2,000 exhibitors and over 60,000 industry professionals and features the latest in foodservice industry products and trends.

TransAct's new Ithaca 9800 food safety terminal is the industry's first fully-integrated terminal to feature direct Internet connectivity, enabling seamless integration with several of the industry's most widely used restaurant management systems which makes it an ideal choice for casual restaurants, schools, hospitals and hotels where menu items may change more frequently. Designed as a complement to the Company's Ithaca 9700, the new Ithaca 9800 helps operators reduce food waste, improve kitchen and food prep efficiency, output food rotation labels and easily update items to be prepped for daily specials. It can also perform inventory actions when connected to back office management systems, allowing it to assist in the management of food waste and over ordering situations.

Featuring a large, easy-to-read, 9.7-inch color touch screen display that provides true high definition video capabilities, the Ithaca 9800 also offers audio speakers which enable restaurant operators to utilize the device for on-location menu and food preparation training videos for their chefs and food preparers. It features a flexible two printer configuration with print widths of up to 2.2 inches and multi-language capabilities for use worldwide. Users can print a wide variety of information - including "use by" dates, expiration dates and/or times, ingredient lists, calorie counts, prep dates and "grab-and-go" times courtesy of an accurate internal clock - and even bar codes on any number of label types - including permanent, freezer grade, dissolvable and removable labels. The Ithaca 9800 also adds on-screen editing capabilities to its existing PC-based companion utility, further improving flexibility of use. It carries a streamlined footprint with a recessed power switch to reduce accidental contact, save physical space, reduce susceptibility to spillage and ease access to internal systems for cleaning and easy label loading. It also features an optional battery module to allow for device portability.

The Company will also demonstrate the Neogen AccuPoint® ATP (adenosine triphosphate) Sanitation Monitoring technology option for the Ithaca 9800. Neogen's AccuPoint technology allows food service operators to test food production surfaces after they've been cleaned to measure the effectiveness of that cleaning. The combination of the Ithaca 9800 and Neogen AccuPoint ATP will allow a restaurant to store and display critical data - including test site name, number and group as well as the time and date the test was taken - and log test results to enable the real-time verification of sanitation effectiveness, offering a streamlined solution that ensures the cleanliness of food contact surfaces and food processing equipment.

Appearing in conjunction with the Company's newest food safety terminal will be the industry-leading Ithaca 9700 food safety terminal which features a large, easy-to-read 8.4-inch color touch screen display, allowing users to quickly print easy-to-read food rotation labels and "sell by" date labels. The Ithaca 9700 allows operators to quickly change their menu items, print accurate calorie counts on food items and generate accurate "prep" and "grab-and-go" labels via an internal real-time clock. Available in 1- or 2-printer configurations, the Ithaca 9700 offers simple drop-in label loading and can handle a variety of label widths and lengths.

TransAct will also demonstrate at the NRA Show 2014 its Ithaca 9000**,** a highly versatile, multi-function solution that allows foodservice vendors to print receipts, sticky grill labels and sticky custom beverage labels from a single printer. Featuring the industry's fastest print speed at 12 inches per second, the Ithaca 9000 accommodates plain or sticky thermal paper of three different sizes and can automatically sense the paper size loaded and reconfigure itself accordingly.

Also on display at Booth #6254 will be a wide range of consumables - including paper stock and ink cartridges - offered by TransAct Services Group. Providing foodservice vendors with a one-stop shop for all their printing needs, TransAct Services Group's website (www.transactsupplies.com) and phone representatives make it easy for operators to order supplies they know will arrive on time, every time.

For more information on the Ithaca 9800 and Ithaca 9700 food safety terminals, please visit http://www.transact-tech.com/food-safety.

About TransAct Technologies Incorporated

TransAct Technologies Incorporated is a leader in developing and manufacturing market-specific solutions, including printers, terminals, software and other products for transaction-based and other industries. These industries include casino and gaming, lottery, food safety, banking, point-of-sale, hospitality, oil and gas, medical and mobile. Each individual market has distinct, critical requirements for printing and the transaction is not complete until the receipt and/or ticket is produced. TransAct printers and products are designed from the ground up based on market-specific requirements and are sold under the Ithaca®, RESPONDER, Epic, EPICENTRAL® and Printrex® product brands. TransAct distributes its printers and terminals through OEMs, value-added resellers, selected distributors, and direct to end-users. TransAct has over 2.5 million printers and terminals installed around the world. TransAct is also committed to providing world-class printer service, spare parts, accessories and printing supplies to its growing worldwide installed base of printers. Through its TransAct Services Group, TransAct provides a complete range of supplies and consumable items used in the printing and scanning activities of customers in the hospitality, banking, retail, gaming, government and oil and gas exploration markets. Through its webstore, http://www.transactsupplies.com, and a direct selling team, TransAct addresses the on-line demand for these products. TransAct is headquartered in Hamden, CT. For more information, please visit http://www.transact-tech.com or call 203.859.6800.

Forward-Looking Statements

Certain statements in this press release include forward-looking statements. Forward-looking statements generally can be identified by the use of forward-looking terminology, such as "may", "will", "expect", "intend", "estimate", "anticipate", "believe" or "continue" or the negative thereof or other similar words. All forward-looking statements involve risks and uncertainties, including, but are not limited to, customer acceptance and market share gains, both domestically and internationally, in the face of substantial competition from competitors that have broader lines of products and greater financial resources; our competitors introducing new products into the marketplace; our ability to successfully develop new products; our dependence on significant customers; our dependence on significant vendors; dependence on contract manufacturers for the assembly of a large portion of our products in Asia; our ability to protect intellectual property; our ability to recruit and retain quality employees as the Company grows; our dependence on third parties for sales outside the United States, including Australia, New Zealand, Europe, Latin America and Asia; the economic and political conditions in the United States, Australia, New Zealand, Europe, Latin America and Asia; marketplace acceptance of new products; risks associated with foreign operations; the availability of third-party components at reasonable prices; price wars or other significant pricing pressures affecting the Company's products in the United States or abroad; risks associated with potential future acquisitions; our new line of food safety and oil and gas products will drive increased adoption by customers; the outcome of the lawsuit between TransAct and Avery Dennison Corporation; and other risk factors detailed from time to time in TransAct's reports filed with the Securities and Exchange Commission. Actual results may differ materially from those discussed in, or implied by, the forward-looking statements. The forward-looking statements speak only as of the date of this release and the Company assumes no duty to update them to reflect new, changing or unanticipated events or circumstances.

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