



Technologies Incorporated

May 15, 2014

TransAct to Bring Industry-Leading Casino Printing and Bonusing Solutions to G2E® Asia 2014

- Company to Demonstrate the Proven Performance of Epicentral® Promotion and Bonusing System -

- Full Range of TransAct's Industry-Leading Epic® Printers on Display -

HAMDEN, Conn.--(BUSINESS WIRE)-- TransAct Technologies Incorporated (Nasdaq:TACT) ("the Company" or "TransAct"), a global leader in market-specific solutions, including printers, terminals, software and other products for transaction-based and other industries, will demonstrate at the 2014 Global Gaming Expo Asia (G2E® Asia) that the "Casinos are Profiting " with Epicentral®. TransAct's industry-leading promotions and bonusing print system will take center stage at The Venetian Macao (Booth #539) from May 20-22, 2014 in Macau, China. In addition, the Company will also highlight its award-winning line of Epic printers for slot machines, gaming devices and customer self-service kiosks.

Currently installed on over 10,500 gaming machines at 11 casinos worldwide, Epicentral is the industry's only enterprise-level software system that enables casino operators to deliver real-time targeted promotion and bonusing coupons to both their carded and uncarded players directly at the slot machine or electronic table game. It connects with all existing slot management systems, slot machines and electronic table games, regardless of manufacturer, which allows casino marketing and operations teams to quickly and easily design and run floor-wide promotions with the touch of a button, eliminating the need for a visit to the gaming machine by a floor attendant for printer and/or device configuration.

"We are extremely excited to demonstrate for our customers in Asia the ability of Epicentral to drive meaningful improvements in casino performance," said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "Casino operators that have installed Epicentral continue to report that their casino floor revenues have gone up thanks to the power of our bonusing and printing solution. This differentiated software system is easy to install, easy to use and highly effective in delivering targeted promotions directly to players at the slot machine. The momentum for Epicentral continues to build as more casinos worldwide understand the clear value proposition of a real-time promotion system that can drive a 60% increase in new player enrollment in their loyalty programs, a 37% increase in weekday afternoon slot handle and a 46% average increase in slot handle on the night of a coupon-drawing promotion as well as double ADT."

Epicentral has already proven its ability to successfully drive meaningful performance in casino operators' floor-wide marketing operations. Customers deploying Epicentral have reported a 34% increase in the number of returning players, an 87% redemption rate of coupons that encourage mid-week visits, an 86% increase in points earned by both new and existing players club members, and a 14% increase in average player time on device.

The graphical interface at the heart of Epicentral gives casino marketing and operations teams an easy-to-use, intuitive tool to create and execute coupon-based marketing programs across a wide variety of criteria, including, among others, uncarded player time on machine, coin in, carded player data, rated player data, earned rewards and randomly awarded prizes. This comprehensive solution is designed for use with the ServerPort™ installed in each gaming device as well as the Company's award-winning Epic 950® ticket printer.

Mr. Shuldman added, "TransAct maintains a deep commitment to continuous investment in technology and innovation and we are proud to demonstrate that commitment at G2E Asia through our line-up of Epic casino and gaming printers. Headlined by our Epic 950 which is helping us to consistently grow market share in Asian gaming markets and is a key component in our expanding number of Epicentral deployments worldwide, our industry-leading TITO casino printing solutions provide casinos with the reliability they depend on to operate efficiently and help deliver their guests an optimal, uninterrupted experience."

In addition to Epicentral, TransAct will also display at G2E Asia a diverse array of its award-winning printing systems for gaming devices and self-service kiosks, including:

- **Epic 950** - Installed on over 500,000 slot machines worldwide, the proven reliability of TransAct's award-winning Epic 950 printer has made it the ticket-in/ticket-out ("TITO") casino printing solution of choice. Easily integrated into all game types both old and new, the Epic 950 is fully compatible with Epicentral and ServerPort, providing for the real-time delivery of eye-catching personalized promotions and bonus offers directly to players at the gaming machine while they are playing. Furthermore, its TicketBurst™ technology easily eliminates player/ticket interference.

- **Epic 880®** - A compact printer for all types of gaming machines (including amusement with prizes, skill with prizes and video lottery terminals), the Epic 880 features a modular design that is configurable to nearly any space, a variable length ticket presenter and ticket retract capability. It also offers auto paper loading and can accommodate 4-inch or 6-inch paper rolls.
- **Epic 430®** - With an easy-to-configure modular design, the Epic 430 is ideal for casino operators' customer self-service kiosks. The printer features variable length tickets with graphics and coupons capabilities, quick paper roll changes, a fast print speed and an array of standard paper sensors.

For more information about the Epicentral print system and the Company's line of Epic gaming device printers, please visit <http://www.transact-tech.com>.

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.

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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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Source: TransAct Technologies Incorporated

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