



Technologies Incorporated

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Hard Rock Hotel & Casino Sioux City to Open with TransAct Technologies' Epic 950® Printers in All 850 Slot Machines

HAMDEN, Conn. and SIOUX CITY, Iowa--(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 new Hard Rock Hotel & Casino Sioux City, Iowa will have the Company's Epic 950® printer installed in all of the new property's 850 slot machines when it opens on August 1, 2014. Owned and operated by Sioux City Entertainment, a subsidiary of Warner Gaming, the Hard Rock Hotel & Casino Sioux City is a new fully-integrated gaming resort featuring slot and table gaming options, a Hard Rock Hotel, live entertainment venue, and food and beverage options in downtown Sioux City, Iowa.

TransAct's award-winning Epic 950 thermal printer is increasingly the ticket-in/ticket-out ("TITO") casino printing solution of choice for operators thanks to its proven reliability and widespread compatibility. Installed on over half a million slot machines in hundreds of casinos worldwide, the Epic 950 printer features TicketBurst™ technology to eliminate player/ticket interference and is also fully compatible with TransAct's Epicentral® promotion and bonusing software system.

"Hard Rock Hotel & Casino Sioux City's selection of the Epic 950 as their exclusive TITO printer represents yet another endorsement of the advanced features and functionality offered by our industry-leading casino printing solution," said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "The Epic 950 continues to set the industry standard for quality and reliability and our customers recognize the strong return they can generate on their investment in this printing solution. This combination has enabled TransAct to grow its global casino market share and win new business such as this exclusive agreement with Sioux City Entertainment, and we are excited to play a role as the Hard Rock Hotel & Casino brand comes to downtown Sioux City."

Todd Moyer, General Manager of Hard Rock Hotel & Casino Sioux City, commented, "As we evaluated TITO printing options for our gaming floor, the technology and advanced functionality of the Epic 950 clearly differentiated it from the pack. We are excited to work directly with TransAct Technologies to bring their best-in-class gaming printer solution to our new facility in downtown Sioux City as we seek to deliver a guest experience never before seen in the market. The Hard Rock Hotel & Casino brand is synonymous with leading-edge entertainment and we believe the Epic 950 will assist our gaming operations teams as they deliver on that promise to our customers."

Hard Rock Hotel & Casino Sioux City is being developed through a partnership between the Missouri River Historical Development and Sioux City Entertainment, a subsidiary of Warner Gaming. The \$128 million Hard Rock Hotel & Casino Sioux City will be a fully-integrated gaming resort with 850 slot machines and a variety of table gaming options. In addition, the 100,000 square-foot facility will include a 54-room Hard Rock Hotel, Rock Shop, a live-entertainment venue, an outdoor event park and various food and beverage options.

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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About Hard Rock Hotel & Casino

Hard Rock Hotel & Casino is one of the most iconic and widely recognizable names and brands worldwide. Accented with an extensive collection of rare rock-n-roll memorabilia and complemented with the omnipresent soul of music, Hard Rock Hotels & Casinos are premier entertainment destinations. In a sea of countless gaming brands, none represent and celebrate the individuality of its guests and team members more than the Hard Rock Hotel & Casino. Hard Rock Hotel & Casino Sioux City is owned by SCE Partners, LLC and operates under license from HRHH IP, LLC.

About SCE Partners, LLC

SCE Partners, LLC, the developer of Hard Rock Hotel & Casino Sioux City, is an affiliated company of Warner Gaming, LLC. Other Warner Gaming companies manage a variety of gaming, entertainment and resort properties nationwide, including the Hard Rock Hotel & Casino in Las Vegas, Nevada. For more information about the Hard Rock Hotel & Casino Sioux City project, visit www.hardrockcasinosiouxcity.com.

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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