

TRANSACT

Technologies Incorporated

January 28, 2015

TransAct Technologies Names Andrew Newmark Executive VP of Global Sales & Marketing

Proven Executive to Oversee TransAct's Sales and Marketing Efforts Across all Products and Industries

HAMDEN, Conn.--(BUSINESS WIRE)-- TransAct Technologies Incorporated (Nasdaq:TACT) ("TransAct" or "the Company"), a global leader in market-specific solutions, including printers, terminals, software and other products for transaction-based and other industries, announced today the appointment of Andrew Newmark to the newly created position of Executive Vice President of Global Sales & Marketing. Mr. Newmark brings to TransAct over 30 years of sales, marketing, managerial and entrepreneurial experience and will have direct oversight of the Company's sales and marketing efforts across the Epic, Epicentral, Ithaca, Printrex and Responder brands which serve the casino and gaming, lottery, food safety, oil and gas exploration, and mobile machine-to-machine industries. He will report directly to the Company's Chairman and Chief Executive Officer, Bart C. Shuldman.

Prior to joining TransAct, Mr. Newmark served in a number of sales, marketing and development roles, including at companies he co-founded. Most recently, he was active as an investor and entrepreneur, supporting a number of venture capital and private equity-backed businesses. From November 2005 to March 2009, he served as Vice President of Business Development for Newell Rubbermaid's Technology division. From June 1998 to November 2005, he served as Senior Vice President of Marketing and Business Development at DYMO, a division of Esselte Corporation, where he directed marketing and new product initiatives and launched an international labeling business under the RHINO brand. From January 1990 to June 1998, he co-founded and served as Senior Vice President of CoStar Corporation, which developed the LabelWriter personal label printer which was eventually acquired by Esselte in 1998. Mr. Newmark also co-founded and served as Chairman of Kensington, a leading maker of computer accessories, from January 1982 to June 1988, a period which included the 1986 sale of Kensington to ACCO Office Products. He holds a BA in Economics from Stanford University.

"We are delighted to welcome Andrew to the TransAct team as we further strengthen our global sales and marketing capabilities," said Mr. Shuldman. "Given Andrew's many years of success, and in particular with companies that are similarly focused on printing and software solutions, his decision to join the Company in this new role is an endorsement of our powerful brand and product lineup and should serve to accelerate our evolution into a leading provider of high-quality, high-reliability printing solutions for customers across multiple industries worldwide. Andrew brings to our organization a wealth of experience in building teams that have taken products and services to new heights. I look forward to working alongside Andrew to enhance our sales and marketing efforts and create a world-class team that serves as a strong advocate for our innovative products and I am confident that he will drive success across our business in the coming years."

Mr. Newmark added, "I am excited to get to work with the talented team at TransAct as we seek to expand the worldwide awareness and market acceptance of our diverse array of products and enterprise solutions. Over the course of my career, I have worked with companies large and small and built sustainable sales momentum for a wide range of products, including a number of printer-based innovations. As a team, we are confident that we can build on TransAct's strong position in the casino and gaming space for both the Company's industry-leading Epic printers and unique Epicentral bonusing and software solution, continue to expand the customer base for our innovative Ithaca food safety terminals. I also look forward to furthering the Company's momentum with Printrex as the top provider of color printers for the oil and gas exploration industry and further expand our consumables business across the product lines. And finally, I am truly excited about the market potential of TransAct's newest brand, Responder, for the fast growing mobile printer market"

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, and 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 products. 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.

Epicentral, Epic, Ithaca and Printrex are registered trademarks of TRANSACT Technologies Incorporated. ©2015 TRANSACT Technologies Incorporated. All rights reserved.

Investors:

TransAct Technologies Incorporated

Steve DeMartino, 203-859-6810

President and Chief Financial Officer

or

JCIR

Richard Land, Joseph Jaffoni, Jim Leahy

212-835-8500

tact@jcir.com

Source: TransAct Technologies Incorporated

News Provided by Acquire Media