



Technologies Incorporated

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## **TransAct to Showcase Industry-Leading Software-Driven Promotion and Bonusing Capabilities and Print Solutions at the 2017 Global Gaming Expo**

**Company to Demonstrate How Epicentral is "Delivering Casino Revenue Growth" for Operators Worldwide**

### **Full Suite of Proven Epic TITO and Roll-Fed Printers on Display**

HAMDEN, Conn. & LAS VEGAS--(BUSINESS WIRE)-- TransAct Technologies Incorporated (Nasdaq: TACT) ("TransAct" or "the Company"), a global leader in software-driven technology and printing solutions for high-growth markets, announced today that it will bring several innovations for its unique promotion and bonusing software solution as well as the industry's most complete lineup of gaming and lottery printers to the 17<sup>th</sup> annual Global Gaming Expo (G2E®) in Las Vegas, Nevada from October 3-5, 2017 at the Sands Expo and Convention Center. The Company's display on the tradeshow floor in Booth #2423 will feature demonstrations of how Epicentral is "Delivering Casino Revenue Growth" with the current fully-featured Epicentral v3.8 and the unique Epicentral SE systems version, both of which continue to gain traction with casino operators who benefit from the solutions' ability to drive increased play and, ultimately, grow revenue. TransAct will also debut the new Epic Edge TT™ and Epic 950 TT™, purpose-built table top versions of its industry-leading Epic Edge and Epic 950 ticket-in/ticket-out ("TITO") printers which are designed to bring the power of the printer directly to table games, players' club desks and cash desks. The Company will demonstrate as well "The Most Complete Line of Roll-Fed Printers" for the global gaming and lottery industries.

"TransAct has long been a partner of choice for casino and lottery operators worldwide, providing them with reliable and unrivaled technology and print solutions that help to provide players an engaging and seamless gaming experience while helping operators conduct their business more efficiently. Customers visiting us at the 2017 Global Gaming Expo will see what we believe is a best-in-class portfolio of solutions that greatly enhance casino slot floors and lottery installations," said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "From the two unique versions of our Epicentral promotion and bonusing print system to our proven Epic TITO printers to our industry-leading Epic roll-fed printers, TransAct's continued innovation and dedication to unmatched customer service has positioned our Company to continue to lead the casino and lottery industries. The entire team at TransAct is excited to demonstrate our diverse solution set at G2E and we look forward to continuing our ongoing dialog with customers at the show."

### ***Epicentral: Delivering Casino Revenue Growth***

The gaming industry's only solutions which allow operators to target and provide printed bonuses in real-time, TransAct's Epicentral and Epicentral SE enterprise-level promotion and bonusing software offerings return to the 2017 Global Gaming Expo to demonstrate how they are successfully "Delivering Casino Revenue Growth" for casinos around the globe. By bridging the gap between the gaming device and the reward of the printed ticket, the unique features of Epicentral v3.8 and Epicentral SE allow casinos of all sizes to easily deploy an effective tool that helps drive increased customer visitation and play. TransAct will highlight the power of Epicentral, including its fully-featured version and new systems version, as well as a unique extension of the solution's capabilities through a partnership with Crane Co. and MEI which will extend Epicentral's real-time monitoring to MEI's industry-leading bill validators.

Epicentral's proven track record of driving increased time on device and, ultimately, increased revenue for the casino operator is rooted in its unique ability to deliver real-time printed bonuses to players at any slot machine on the casino floor, regardless of manufacturer. The latest version of this unique solution, Epicentral v3.8, offers users a host of new capabilities and features, including the ability to run multiple promotions at the same time, create games within games, offer multi-user/multi-site promotions, run different promotions on different slot game banks, segment players by tier, promote to different levels of uncared players and leverage its real-time capabilities to improve operator decision making through detailed activity reports. Furthermore, by allowing for the redemption, printing and re-printing of bonuses at multiple locations, Epicentral v3.8 dramatically improves the overall player experience.

Traditionally, operators have provided bonuses to their customers through loyalty accounts - generally via direct mail or in-casino host relationships - and through electronic free play awards. Recognizing the need to differentiate themselves in an increasingly competitive environment and understanding the power of printed coupons, casino operators are looking to leverage their existing system investments to expand their bonus offerings. Epicentral SE fits conveniently into this current reality and allows operators to take their current promotional offerings and turn them into printed coupons thanks to the

power of Epicentral's Print Manager and Design Center modules. In particular, the system can print and deliver free play vouchers directly to player which they can then redeem at the slot machine while still playing. It also presents operators with an upgrade path to full Epicentral system implementations should they want to take their in-casino bonus environment to a whole new level.

Mr. Shuldman added, "We believe that the real-time delivery of bonuses via a printed voucher to players as they play at slot machines or electronic table games is an unrivaled, powerful tool for casino operators that transforms the bonus environment on their casino floor and drives increased visitation and play while setting operators apart from the competition. Our customers are seeing growth as the economy improves and we believe that the resulting industry competition makes this an ideal time for operators to deploy either the fully-featured or systems edition of Epicentral to further enhance their player experience. Epicentral has been proven to transform the player bonus environment on casino floors where implemented and we look forward to continuing our ongoing discussions with customers as we seek to understand their needs and demonstrate how Epicentral can adapt to help drive improvement in their operations."

TransAct will also demonstrate a new integration of Epicentral with MEI EASITRAX®, a software/hardware offering from Crane Co.'s MEI Payments group that brings the security and acceptance of the SC Advance bill validator to the casino soft count room. By combining MEI EASITRAX with Epicentral through an extra connection between the TransAct ServerPort installed in each gaming device and the SC Advance bill validator, operators will now be able to view in real-time all bill validator data, information that was previously received via batch processing when servicing cash boxes. This real-time data can be easily accessed in a networked database and allows for more timely analysis of slot floor performance.

### ***The Only Choice in Ticket-In/Ticket-Out Printers***

TransAct will demonstrate its continued gaming leadership in delivering best-in-class TITO printers to casino operators worldwide by showcasing its new purpose-built Epic Edge TT and Epic 950 TT table top printers alongside the Company's complete lineup of Epic gaming device printers at the 2017 Global Gaming Expo (Booth #2423). The Company's next-generation Epic Edge is built on the proven long-term performance of the industry-leading Epic 950 and is designed to be a drop-in replacement for the Epic 950, allowing operators to run both printers side-by-side. Attendees at the show will have a chance to see first-hand the unmatched reliability of the Epic 950 and the Epic Edge, which is packed with technology to simplify casino operations and improve slot floor performance.

TITO solutions on display will include:

- 1 **Epic Edge** - This next-generation casino ticket printer offers operators a new print resolution (300 dpi) that delivers a 50% improvement over current printers, allowing it to improve bill validator acceptance and reduce attendant calls thanks to its razor sharp barcodes. It also includes an adjustable ticket bucket that accommodates standard tickets and smaller, paper-saving tickets. Additional unique features offered by the Epic Edge include a single outer chassis with Serial, USB and Netplex ports, hot swap capability to eliminate game downtime, two high-speed interfaces (USB and Micro SD) for simple updates, a faster ServerPort™ connection, color coded chassis rails, and a rugged metal chassis design.
- 1 **Epic 950** - The current industry-standard for TITO printing, TransAct's Epic 950 continues to deliver proven performance in over 500,000 slot machines worldwide. Easily integrated into all game types, the Epic 950 features TicketBurst™ technology to eliminate player/ticket interference and is fully compatible with Epicentral to provide for the direct, real-time delivery of eye-catching personalized promotions and bonus offers.
- 1 **Epic Edge TT™ and Epic 950 TT™** - These unique, purpose-built printers take the power of the advanced Epic Edge and proven Epic 950 outside the slot machine and on to table games, players' club desks and cash desks. The new Epic Edge TT and Epic 950 TT package a printer, internally mounted power supply and ServerPort in a tidy, compact design that is easy to deploy. In addition, thanks to their dual port capability, the Epic Edge TT and Epic 950 TT allow operators to expand the bonusing environment created by their Epicentral deployments to non-gaming device applications.

### ***The Most Complete Line of Roll-Fed Printers***

TransAct's lineup of roll-fed printers for the global gaming and lottery marketplace makes the Company a one-stop shop for operators' roll-fed printing needs. For over 20 years, TransAct has delivered roll-fed printers with the industry-leading dependability and capabilities that allow gaming and lottery operators to realize their business goals and provide players with the experience they seek. The Company will bring to G2E 2017 a complete array of printers for the variety of gaming devices in use around the world (amusement with prize, skill with prize and video lottery terminals) as well as for customer self-service kiosks and lottery locations.

Gaming and lottery roll-fed solutions on display will include:

- 1 **Epic 880®** - This compact printer for all types of gaming machines (including amusement with prizes, skill with prizes and video lottery terminals) 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.
- 1 **Epic 430®** - An easy-to-configure modular design makes the Epic 430 ideal for customer self-service kiosks. This 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.
- 1 **Epic 3000®** - The Epic 3000 has been delivering fast, proven performance for the lottery industry for more than 20 years across thousands of locations. It offers a number of industry-unique features, including an anti-jam front paper exit for reliable operation, the ability to print and stack up to 100 tickets without shuffling, a large 7.5-inch diameter paper roll, and the only full tool steel rotary cutter.

For more information about Epicentral the Company's complete lineup of Epic series of gaming and lottery printers, please visit <http://www.transact-tech.com>.

### **About TransAct Technologies Incorporated**

TransAct Technologies Incorporated is a global leader in developing software-driven technology and printing solutions for high-growth markets including restaurant solutions, POS automation, casino and gaming, lottery, mobile and oil and gas. The Company's solutions are designed from the ground up based on customer requirements and are sold under the AccuDate™, EPICENTRAL®, Epic®, Ithaca®, RESPONDER and Printrex® brands. TransAct has over 3.0 million printers and terminals installed 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 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 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 driving increased adoption by customers; 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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