

TRANSACT

Technologies Incorporated

September 26, 2016

TransAct to Demonstrate Epicentral® SE at G2E 2016 in Conjunction with Bally SDS™ Slot Management System

Epicentral SE Offers Real-Time Personalized Promotional Coupon Capabilities for Next Version of Scientific Games' Leading Bally SDS Slot-Management System

HAMDEN, Conn. & LAS VEGAS--(BUSINESS WIRE)-- TransAct Technologies Incorporated (Nasdaq: TACT) ("TransAct" or "the Company"), announced today that Epicentral® SE, a new systems version of the Company's voucher-based promotional software system, will debut at the Global Gaming Expo (G2E®), to be held at the Sands Expo & Convention Center from September 27-29, 2016 in Las Vegas, Nevada. TransAct (Booth #2423) and Scientific Games (Booth #1126) will both have demonstrations of how Epicentral SE enables the new printed promotional coupon capabilities featured in the next version of Bally's industry-leading *CMP™* casino management system, expected to be available next year.

Bally's *CMP* will allow the casino marketing team to create promotional programs that will be available to players via a printed coupon. To enable this new feature of *CMP™*, TransAct was asked to develop a solution using Epicentral SE that leverages several of Epicentral's unique software modules - Design Center and Print Manager - to design, print and deliver the *CMP™*-defined offers directly to the slot player at the gaming machine they are playing, and System Center, for management and configuration of the slot machines in order to accept notification of a coupon or promotion. Casino operators running Epicentral SE will be able to fully track and report on all promotions, giving marketing teams and slot floor managers a true all-in-one view of the player environment.

For casino operators seeking to offer an almost endless amount of additional coupons and promotions beyond what their current slot management system offers, TransAct's full Epicentral system includes Campaign Center for setting up the additional promotions, Redemption Center for redeeming the additional coupons and promotions, Report Center for full reports of all promotions and coupons, and the Data Connector, so the Epicentral system can receive player events in real time. As part of the new product offering, a casino can always upgrade to the full suite of Epicentral after implementing Epicentral SE.

"By working closely with Scientific Games and their systems development team, Epicentral SE makes possible a new way to generate and deliver several new real-time printed promotions at the point of play," said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "Bally's team clearly understands that in this new casino market and environment, casino operators increasingly appreciate the power of a printed coupon to capture players' attention in real-time and leverage that attention to drive increased play and revenue. The newest capabilities of Bally's *CMP™* casino management system, combined with Epicentral SE, will create additional value for casino operators by helping them engage with their loyal player base more through the delivery of a printed offering in real-time at the game. Epicentral SE provides all slot management systems with the ability to turn existing electronic promotions and bonuses in their current systems into printed coupons directly at the slot machine and we are excited to show at G2E 2016 its first implementation of Epicentral SE in conjunction with Bally's *CMP™* casino management system."

Epicentral is the casino industry's only enterprise-level solution which enables the real-time direct delivery of targeted coupons and bonuses to players at the slot machine or electronic table game. Casinos that have implemented Epicentral have seen consistent strength in their floor performance, reporting a 60% increase in new player club registrations, an 87% bounce back redemption rate, a 14% increase on time-on-device, a 100% increase in lower-tier Average Daily Theo ("ADT"), a 46% increase in slot handle and a 37% increase in weekday afternoon play.

For more information about the Epicentral print system, please visit <http://www.transact-tech.com>.

Bally's *SDS* is an integrated system that continually monitors slot machines, other gaming devices, and customer gaming activity in your casino property. *SDS* offers superior single-wire functionality, and even works on older machines from a variety of manufacturers. *CMP™* operates in a Windows environment providing player tracking, bonusing, promotions and Cage/Table accounting. When paired with *SDS™*, *CMP™* creates a total systems solution for a wide range of casino management and promotional functions.

About TransAct Technologies Incorporated

TransAct Technologies Incorporated is a global leader in developing software-driven technology and printing solutions for high-growth markets including food safety, 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 2.9 million printers and terminals installed around the world and is committed to providing world-class service, spare parts and accessories to support its worldwide installed product base. Through TransAct Services Group both online at <http://www.transactsupplies.com> and its direct sales team, the Company also provides customers with a complete range of supplies and consumable items. TransAct is headquartered in Hamden, CT. For more information, please visit <http://www.transact-tech.com> or call (203) 859-6800.

Epicentral and Epic are registered trademarks of TRANSACT Technologies Incorporated. ©2016 TRANSACT Technologies Incorporated. All rights reserved.

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 will drive 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.

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20160926005155/en/>

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