

## TRANSACT TECHNOLOGIES AND STARWORLD MACAU RESORT LAUNCH POWEROLL™ MARKETING CONCEPT WITH MACAU RETAILERS

### Custom Receipts Drive Redeemable StarWorld-Branded Offers at Macau Resort

HAMDEN, CT, October 15, 2007 - TransAct Technologies Incorporated (NASDAQ: TACT), a global leader in market-specific printers for transaction-based industries, and Galaxy Entertainment Group's StarWorld Macau Resort announce the implementation of a new marketing pilot program utilizing TransAct's exclusive POWEROLL™ brand customized receipt paper. The program has been deployed to a broad range of retailers located in Southern China's Zhuhai District.

The pilot concept - designed to drive traffic, awareness, and brand recognition of the StarWorld Macau Resort - is the first of its kind to launch in the China market, where traditional marketing methods and legal limitations on advertising and direct mail have made it difficult for Macau casinos to market their properties.

POWEROLL™ is preprinted, picture-quality receipt paper that leverages the power of color with high-resolution, full color, front and back print capabilities - creating a powerful marketing message. TransAct first introduced POWEROLL™ to the U.S. market earlier this year, where it is gaining industry recognition. The pilot partnership with StarWorld propels POWEROLL™ into one of the hottest casino markets in the world and gives POWEROLL™ a global presence within TransAct's recently expanded supplies product line.

The pilot is currently underway and will run through October 31, 2007, with over 1.7 million offers and coupons expected to be issued at retailers during the pilot. Redeemable coupons include offers at the StarWorld Resort for a BOGO (Buy One Get One Free) dinner and free cocktails in the StarWorld Lounge, to name a few. In addition StarWorld has issued 20,000 coupons offering a free night's stay at the resort as an incentive to drive customers to the property.

Bart C. Shuldman, Chairman, President and Chief Executive Officer of TransAct Technologies, said, "We are pleased to be piloting this exciting new concept with a world-class resort in the growing Macau market. POWEROLL™ provides a marketing tool that fully supports Galaxy Entertainment Group's desire to build StarWorld's reputation and market awareness. The value TransAct Services Group brings to the table through its outstanding products, services and commitment, is something that StarWorld recognized when choosing to launch this pilot with us."

### About TransAct Technologies Incorporated

TransAct Technologies Incorporated (Nasdaq:TACT) is a leader in developing and manufacturing market-specific printers for transaction-based industries. These industries include casino, gaming, lottery, banking, kiosk and point-of-sale. 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 are designed from the ground up based on market specific

Great offers from StarWorld Macau, see reverse for details. 澳門星洲酒店各項優惠詳情，請向星洲酒店查詢。

TransAct Poweroll Receipts that Register  
8200 Vineland Ave #500  
Orlando, FL 32821  
407-239-7656

Store 1 Date : 02/15/2007 12:05  
Reg # 8 Tin # 164177 #029302

Sale

Customer #00001050252442  
SARAH WRIGHT

009469884282	SS SOLIDS	39.99 T
Promotion		
712169311100	SS SOLIDS	39.99 T
Original Price 49.99		
789023639144	SS SOLIDS	39.99 T
Promotion		
749862818728	SS SOLIDS	39.99 T
Promotion		
Subtotal		159.96
Tax @ 6.5%		10.40
Total		170.36
Visa		170.36
XXXXXXXXXXXX9012	1809	
005829		

Thank you for shopping with  
TRANSACT  
www.transact.com

Customer Copy

TransAct Poweroll Receipts that Register  
8200 Vineland Ave #500  
Orlando, FL 32821  
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POWEROLL FRONT & BACK RECEIPT

requirements and are sold under the Ithaca® and Epic product brands. TransAct distributes its products through OEMs, value-added resellers, selected distributors, and direct to end-users. TransAct has over two million printers installed around the

world. TransAct also has a strong focus on the after-market side of the business, with a high commitment to printer service, supplies and spare parts. TransAct is headquartered in Hamden, CT. For more information on TransAct, visit [www.transact-tech.com](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", "project" 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; introduction of new products into the marketplace by competitors; successful product development; dependence on significant customers; dependence on significant vendors; the ability to recruit and retain quality employees as the Company grows; dependence on third parties for sales outside the United States, including Australia, New Zealand, Europe, Latin America and Asia; 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; 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; and the outcome of the lawsuit between TransAct and FutureLogic, Inc. 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.