



TransAct Technologies Launches Extensive Social Media Program

HAMDEN, Conn., June 28, 2011 (GLOBE NEWSWIRE) -- TransAct Technologies Incorporated (Nasdaq:TACT), a global leader in market-specific printers for transaction-based industries, announced today that it has formally launched a comprehensive social media program to ensure customers and stakeholders have the most up-to-date information about TransAct and its wide array of transactional print solutions.

"We understand that in today's society, people gravitate to social media to receive instant access to current news and events," commented Bart Shuldman, Chairman and Chief Executive Officer of TransAct. "With millions of TransAct printers in use throughout the world, we are excited to stay connected with our expanding base of customers using a forum that is familiar to most and convenient for all. TransAct's friends, partners and customers will now have the ability to interact with us on Facebook, Twitter, LinkedIn and YouTube to ask questions, access information, share experiences and stay abreast of new developments."

TransAct's social media program is an extension of the company's continued commitment to innovation. The launch reaffirms TransAct's belief in the importance of providing exceptional customer service while continuing to develop the next generation of award-winning transactional printing and software products.

For more information, please visit www.TRANSACT-TECH.com or click the links below to be a part of the TransAct social network.

[Facebook](#)

[LinkedIn](#)

[Twitter](#)

[YouTube](#)

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 requirements and are sold under the Ithaca® and Epic product brands. TransAct distributes its printers through OEMs, value-added resellers, selected distributors, and direct to end-users. TransAct has over two million printers installed around the world. TransAct is committed to world-class printer service, spare parts and accessories required by a growing worldwide installed base of printers. Beyond printers, TransAct is a leader in providing printing supplies to the full transaction printer market. Through its TransAct Services Group, TransAct provides a complete range of supplies and consumables items used in the printing and scanning activities of customers in the hospitality, banking, retail, gaming and government 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 on TransAct, visit <http://www.transact-tech.com> or call 203.859.6800.

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CONTACT: Tracey Chernay

Executive Vice President

Sales and Marketing

TransAct Technologies, Inc.

702-388-8140

ICR Inc.

William Schmitt

203-682-8200