

# TRANSACT

Technologies Incorporated

February 26, 2016

## **TransAct Technologies' Epicentral® Promotion and Bonusing System Selected by Foxwoods® Resort Casino**

### **- Company's Leading Real-Time Marketing Solution to Help Power Foxwoods' New FoxPerx Slot Bonusing Program Beginning March 1 -**

HAMDEN, Conn.--(BUSINESS WIRE)-- TransAct Technologies Incorporated (Nasdaq:TACT), a global leader in market-specific solutions, including printers, terminals, software and other products for transaction-based and other industries, announced today that its industry-leading Epicentral® Promotion and Bonusing System has been selected by Foxwoods® Resort Casino in Mashantucket, CT to power the new FoxPerx slot bonus program which will debut on March 1, 2016 in the Fox Tower and Grand Pequot Tower casinos. Epicentral will go live at Foxwoods Resort Casino on approximately 1,900 electronic gaming devices.

Launching March 1, FoxPerx from Foxwoods Resort Casino is an exciting new daily slots bonusing program for its Foxwoods Rewards members. Foxwoods Rewards cardholders can participate in the program simply by playing their favorite machines. Every few minutes a slot player using their loyalty card wins a bonus ticket redeemable for cash prizes of \$5 to \$500 or prizes including gift cards for many of Foxwoods' favorite dining and shopping offerings.

"We are excited that Foxwoods Resort Casino has chosen our Epicentral Promotion and Bonusing System to help power their new FoxPerx slot rewards program," said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "In an increasingly competitive industry environment, Epicentral is a unique, powerful tool that will help Foxwoods drive increased visitation and play among their rated players while serving to catalyze new player enrollment in their loyalty program. Foxwoods Resort Casino clearly understands that their customers demand great gaming entertainment and rewarding experiences each time they visit and we believe that their new FoxPerx program, powered by Epicentral, will enable Foxwoods to provide guests with an unmatched promotional environment throughout the property."

Epicentral is the gaming industry's only enterprise-level promotion and bonusing software system, designed to vastly simplify for casino operators the process of attracting, rewarding and retaining players. Foxwoods' slot management and marketing teams will be able to leverage Epicentral's easy-to-use software suite to deliver FoxPerx rewards in real-time directly to customers at select slot machines, all at the click of a button. Deployed alongside TransAct's ServerPort™ device and Epic 950® ticket printer which are installed in each gaming device, Epicentral's real-time promotion delivery capabilities will help make FoxPerx a unique new amenity at the Northeast's largest resort casino.

"Our team is committed to providing guests with competitive, compelling and thrilling bonuses each time they visit Foxwoods and we are always looking for new technology solutions that help us differentiate our gaming offerings," said Eric Pearson, Vice President of Gaming and Revenue Enhancement at Foxwoods Resort Casino. "We believe Epicentral system has an unmatched real-time capability to supplement the player experience, drive increased play across our casino floor and offer our players new ways to win. I know our players will value FoxPerx and the unique new bonuses this program will deliver."

### **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. TransAct printers and products are designed from the ground up based on market-specific requirements and are sold under the AccuDate™, 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 2.9 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.

### **About Foxwoods® Resort Casino**

Foxwoods Resort Casino is the premier resort destination in the Northeast. As the largest resort casino in North America, Foxwoods offers a vast array of gaming in six casinos; AAA Four-Diamond hotels, restaurants from gourmet to quick service, world-renowned spas, award-winning golf, state-of-the-art theaters, and exclusive retailers. Perfect for both recreation and business, Foxwoods provides modern and versatile convention and meeting space to infuse new life into any meeting or event. Foxwoods Resort Casino is owned and operated by the Mashantucket Pequot Tribal Nation. For a comprehensive look at Foxwoods Resort Casino and Mashantucket Pequot Tribal Nation visit [Foxwoods.com](http://Foxwoods.com).

## 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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