



## **XEROX EXECUTIVE NAMED SVP OF MARKETING AT TRANSACT TECHNOLOGIES**

Wallingford, CT, May 3, 2005 - TransAct Technologies Incorporated (Nasdaq: TACT), a leading producer of transaction-based printers for customers worldwide today announced the appointment of Tracey Chernay, as Senior Vice President of Marketing. Ms. Chernay, a 20-year veteran of Xerox Corporation (NYSE: XRX), will be responsible for developing and executing TransAct's global marketing strategies to achieve the Company's business and sales objectives.

Bart C. Shuldman, Chairman, President and Chief Executive Officer of TransAct, said, "Tracey's extensive experience in developing and implementing global marketing strategies will be a great asset to TransAct. Tracey is joining TransAct at a pivotal time, just as we expand our international initiatives in the Gaming and Lottery market and implement our growth strategies across the entire business. She is a great addition to our team and we look forward to her contributions as we continue to grow the business."

Tracey Chernay comes to TransAct from Xerox Corporation where her most recent position was Worldwide Marketing Manager, Production Color Marketing, for the Production Systems Group. During her career at Xerox, Ms. Chernay has been consistently successful in developing and executing global marketing plans including product launches, marketing programs, branding, advertising, direct mail and customer engagement forums. Under her leadership, the Production Color group has been the recipient of numerous industry awards including a Gold Ink award for a 1:1 direct mail campaign and the prestigious GATF InterTech Award.

While serving as Manager Worldwide Marketing Operations, for Xerox's Color Solutions Business, Ms. Chernay was responsible for marketing strategies and programs and for ensuring their deployment within operating companies in Europe, Asia, North America and other developing markets. Ms. Chernay also worked as Manager of Sales Operations where she substantially exceeded profit plans for the corporation.

"I am excited to be joining TransAct at this important time in the Company's history. TransAct is a leader in the transaction-based printer market and has innovative products and growing market share. My extensive experience, especially in color printing, uniquely qualifies me to work with management to design and implement world-class marketing strategies to support the Company's sales initiatives and help drive revenue and profit growth," commented Tracey Chernay, Senior Vice President of Marketing of TransAct.

About TransAct Technologies Incorporated TransAct (Nasdaq: TACT) designs, develops, manufactures and markets transaction-based printers under the ithaca® name. In addition, the Company markets related consumables, spare parts and service. The Company's printers are used worldwide to provide receipts, tickets, coupons, register journals and other documents. TransAct focuses on two core markets: point-of-sale (POS) and banking, and gaming and lottery. TransAct sells its products to original equipment manufacturers, value-added resellers and selected distributors, as well as directly to end-users. The Company's product distribution spans across the Americas, Europe, the Middle East, Africa, the Caribbean Islands and the South Pacific. For further information, visit TransAct's web site located at [www.transact-tech.com](http://www.transact-tech.com).

For TransAct Technologies: Steve DeMartino, Chief Financial Officer, 203-269-1198 Ext. 6059 or David Pasquale, 646-536-7006, or Denise Roche, 646-536-7008, both with The Ruth Group

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 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 and Latin America; economic and political conditions in the United States, Australia, New Zealand, Europe and Latin America; marketplace acceptance of new products; risks associated with foreign operations; availability of third-party components at reasonable prices; and the absence of price wars or other significant pricing pressures affecting the Company's products in the United States or abroad. 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.