



Technologies Incorporated

September 29, 2015

TransAct to Integrate Epicentral® with Aristocrat's Oasis 360™

Companies Enter Agreement to Provide Real-Time Personalized Promotions and Coupons at the Slot Machine in North American Casinos

HAMDEN, Conn. & LAS VEGAS--(BUSINESS WIRE)-- TransAct Technologies Incorporated (Nasdaq: TACT) ("TransAct" or "the Company"), announced today an agreement with Aristocrat Technologies Inc. ("Aristocrat") to integrate the capabilities of TransAct's Epicentral® voucher-based promotions software system with Aristocrat's Oasis 360™ advanced casino management system. As part of the agreement, both companies will market the voucher-based management system to the Oasis 360™ customer base to support promotions distribution within the Oasis Brand Connectivity solution. TransAct (Booth #2423) and Aristocrat (Booth #1141) will both demonstrate the benefits of this partnership for casinos at the 15th annual Global Gaming Expo (G2E®) to be held at the Sands Expo & Convention Center from September 29-October 1, 2015 in Las Vegas.

The integration of Epicentral and Oasis 360 brings to Aristocrat's Brand Connectivity Suite a real-time marketing engine that will allow casinos to easily reach their carded and non-carded players at all printer-enabled electronic game machines ("EGM") and create a personalized, real-time gaming and reward experience across the floor. Casinos will be able to fully leverage the real-time data provided by Oasis 360 and the marketing and printing functionality of Epicentral, which is deployed alongside TransAct's industry-leading Epic 950® printer and ServerPort™ device, to drive higher casino revenue by offering rewards to players, directly at the slot machine.

"We are extremely excited to work with Aristocrat in North America to bring a powerful marketing system to Oasis-based customers," said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "Casinos are looking for ways to grow their revenues and our revolutionary Epicentral voucher promotion system is a proven tool that delivers on that promise each day. Aristocrat clearly sees the benefits that our system has to offer and we believe that a strong, seamless integration of the real-time analytic tools offered by Oasis 360 and the real-time promotions engine offered by Epicentral will deliver a great value proposition and growth driver to customers. In addition, by integrating our two systems, casinos can allow slot players to choose from multiple coupons and promotions on the video screen which they can immediately print, further enhancing the slot player experience."

The revolutionary Epicentral promotion software suite is the 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.

Together Epicentral and Oasis 360 provide casino patrons with a full reward system.

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

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™, Itha® 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 2.7 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.

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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" 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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