



Technologies Incorporated

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TransAct to Debut New AccuDate™ Brand and AccuDate™ Pro Food Safety Terminal At NRA Show 2015

- Enhanced AccuDate™ 9700 and A New PRO Version of Company's Industry-Leading Food Safety Terminals on Display at Industry's Largest Trade Show -

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 the Company will introduce a new brand, AccuDate™, for its industry-leading food safety terminal product line along with an all-new advanced terminal at the National Restaurant Association ("NRA") Show 2015, to be held on May 16 - 19, 2015, at McCormick Place (Booth #6254) in Chicago, Illinois. The new AccuDate™ brand, which reflects the precision and value TransAct's solutions bring to restaurant and food service operators, will debut on the updated AccuDate™ 9700 and a new AccuDate™ PRO terminals at the NRA Show 2015.

"Since their introduction three years ago, the unmatched accuracy and efficiency provided by TransAct's food safety terminals have established this product line as a preferred solution among a growing number of restaurant and commercial kitchen operators," said Bart C. Shuldman, Chairman and CEO of TransAct Technologies. "At the NRA Show 2015 in Chicago, we are highlighting our lineup of food safety terminals under the new AccuDate brand, including the all-new AccuDate PRO and the AccuDate 9700, which has been updated with a number of value-added features. Our AccuDate food safety terminals, developed based on industry feedback to provide new value to restaurant and foodservice operators no matter the complexity of their menu or the scale of their operations, represent the next phase in the evolution of this key product line and will enable TransAct to further its market leadership."

The AccuDate 9700 and AccuDate PRO help operators reduce food waste, improve food prep efficiency and improve overall food safety by printing date-coded labels much faster and more efficiently than antiquated manual systems. The terminals allow users to print a wide variety of information on prep and grab - and - go labels, including enjoy - by and use - by dates, ingredient lists, calorie counts and prep dates as well as the variety of other labels that are crucial for restaurants and commercial kitchens.

Sitting at the core of TransAct's innovative food safety system, the Company's AccuDate terminals can print on a wide variety of labels to satisfy all kitchen needs, including standard and custom sizes in freezer grade, dissolvable, removable and permanent adhesive formats. Additionally, thanks to a fully customizable user interface whose creation is part of every AccuDate sale, TransAct's engineers ensure that the system includes the menu items, shelf - life data and label information each customer needs.

The lineup of food safety terminals on display at the NRA Show 2015 will include:

- **AccuDate 9700** - The newly updated AccuDate 9700 offers the same base features as the top - selling Ithaca™ 9700 terminal it replaces, making it easy for users to select menu items and print accurate prep labels for food rotation and grab - and - go applications. In addition, the AccuDate 9700 now offers a wide variety of updated features that enhance the terminal's overall functionality, allowing users the ability to print labels with barcodes as well as rotated text and images, print on labels of up to 24-inches in length including custom sizes, and print labels with multiple expiration times among other key new features.
- **AccuDate PRO** - Going beyond labeling to become a true prep assistant in the kitchen, the AccuDate PRO offers a larger, 9.7-inch high-resolution screen along with built - in audio/video capabilities and a permanent network connection via Ethernet or WiFi. This revolutionary food safety terminal handles all food rotation and prep labels and can distribute and manage menu updates from a central location, link menu items to high-resolution images of prep and plating instructions and reduce inventory waste by connecting directly to the restaurant company's central computer system. In addition, the AccuDate PRO can act as an in-kitchen platform for displaying training videos right at the prep station.

Mr. Shuldman added, "Through close collaboration with restaurant and foodservice operators whose operating scale and menu complexity vary widely, we understand that there is not a 'one-size fits all' solution that can meet customer needs. We believe our AccuDate product line offers unique distinctions that enable our customers to choose a food safety terminal solution that is most appropriate for their business."

TransAct's food safety terminals are engineered to withstand the harsh environment of the commercial kitchen. Both the

AccuDate 9700 and AccuDate PRO feature a spill and splash resistant design that works anywhere along with an internal power supply. In addition, a snap-in, snap-out design makes servicing the thermal label printers easy while a straight paper path eliminates the need for paper spools and reduces the chance of a paper jam.

For more information on the AccuDate 9700 and AccuDate PRO, please visit booth #6254 at the NRA Show 2015 or visit <http://www.transact-tech.com/food-safety>.

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 2.7 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 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; 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 will drive increased adoption by customers; the outcome of the lawsuit between TransAct and Avery Dennison Corporation; 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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