

TRANSACT

Technologies Incorporated

October 22, 2014

TransAct's First Annual Epicentral User Conference Connected Customers and Provided Powerful Forum for Sharing of Ideas

Epicentral® Power Users Shared Insights into the Many Benefits of TransAct's Industry-Leading Bonusing System

HAMDEN, Conn.--(BUSINESS WIRE)-- TransAct Technologies Incorporated (Nasdaq:TACT) ("TransAct" or "the Company"), a global leader in market-specific solutions, including printers, terminals, software and other products for transaction-based and other industries, recently hosted its first annual Epicentral® User Conference where current Epicentral users shared first-hand the incredible performance benefits the Company's revolutionary Epicentral promotional and bonusing solution is delivering to their gaming operations. Held immediately prior to the Global Gaming Expo (G2E®) in Las Vegas on September 29, 2014, the Epicentral User Conference brought together current Epicentral power users to share ideas, see how users are utilizing the latest system from TransAct and learn how to leverage Epicentral to generate enhanced performance across their electronic gaming machine floors and drive increased revenue in their casinos.

"We have found that current users are often the best advocates for the significant improvements that the Epicentral promotion and bonusing system is driving across their electronic gaming operations. To that end, our first annual Epicentral User Conference was an important forum to bring together users to share ideas and explore new ways to put our system to use while providing TransAct with insights into potential future enhancements that could deliver additional performance benefits for our casino partners," said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "Epicentral is clearly delivering operational benefits for our customers as proven by the incredible real world performance data we have seen from its deployment in 11 casinos to date and we believe that by fostering a community of users focused on harnessing the power of Epicentral to transform slot floors, potential customers will seek out our system and explore the benefits it can have on their own operations."

Deployed in conjunction with both the Company's ServerPort™ and Epic950 ticket printer installed in each gaming device, Epicentral easily connects to all slot machines and electronic table games, regardless of manufacturer, providing unmatched flexibility and allowing operators to address their entire floor with a single solution. Epicentral is the gaming industry's only enterprise-level software solution that allows casino operators and their marketing teams to deliver targeted coupons and bonuses to players directly at the slot machine or electronic table game, all in real-time. Since its introduction, the system has consistently delivered proven, meaningful performance in ongoing floor-wide marketing programs and is currently deployed across over 10,500 electronic gaming machines at 11 casinos.

To-date, customers have reported a 46% average increase in slot handle the evening of a coupon-drawing promotion, a 100% increase in lower-tier player average daily theoretical (ADT), a 37% increase in weekday afternoon slot handle, a 14% increase in average player time on device, a 60% increase in new player enrollment in their loyalty programs, a 34% increase in the number of returning players, an 87% redemption rate of coupons that encourage mid-week visits, and an 86% increase in points earned by players club members.

Tracey Chernay, Executive Vice President of Global Casino, Gaming and Lottery for TransAct Technologies, added, "We are excited by the success of our first Epicentral User Conference and expect the event to evolve and grow in the coming years as additional customers harness the power of Epicentral to improve the performance of their electronic gaming machines. Our customers have been extremely vocal in praising the benefits of our revolutionary promotion and bonusing system, as evidenced by the turnout at the Conference and the addition of John Strydom from Hippodrome Casino to our in-booth programming at G2E, and we believe this will help drive further industry interest in Epicentral. The entire team at TransAct thanks our inaugural attendees and we look forward to presenting a more in-depth event next year."

For more information about the Epicentral print system and the Company's Epic series of gaming device printers, 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, medical and mobile. 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 and products are designed from the ground up based on market-specific requirements and are sold under the 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 2.5 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 printers. 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.

Epicentral and Epic are registered trademarks of TRANSACT Technologies Incorporated. ©2014 TRANSACT Technologies Incorporated. All rights reserved.

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.

Investor:

TransAct Technologies Incorporated
Steve DeMartino, 203-859-6810
President and Chief Financial Officer
or
JCIR
Richard Land, Joseph Jaffoni, Jim Leahy
212-835-8500
tact@jcir.com

Source: TransAct Technologies Incorporated

News Provided by Acquire Media