

## "Ask Us How" TransAct's Epicentral® Promotion and Bonusing System Can Improve Your Business at Ice Totally Gaming 2015

### - Epicentral Delivering Major Marketing Metric Improvements at 11 Casinos, Including Hippodrome in London -

HAMDEN, Conn. & LONDON--(BUSINESS WIRE)-- TransAct Technologies Incorporated (Nasdaq:TACT) ("TransAct" or "the Company"), a global leader in printers and software for the gaming and casino and other industries, invites ICE Totally Gaming 2015 attendees to "Ask Us How" Epicentral increases casino revenues by enabling operators to deliver real time promotions and bonus offers directly to their players at the slot machine or electronic table game.

"Epicentral deployment is delivering fabulous results for our current operator partners," said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies, "as it creates innovative, real-time promotions and bonus offers which have been proven to generate results such as a 34% increase in customer return visits and a doubling of average daily theoretical (ADT)."

TransAct's revolutionary Epicentral promotion and bonusing software suite is the gaming industry's only enterprise-level 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, and all at the click of a button. Deployed in conjunction with both the Company's ServerPort™ and Epic 950 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.

Since its introduction, Epicentral has consistently delivered proven, meaningful performance in ongoing floor-wide marketing operations. Now at 11 casinos across over 10,500 electronic gaming machines, Epicentral customers are reporting a 46% average increase in slot handle the evening of a coupon-drawing promotion, a 100% increase in lower-tier player 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, an 87% redemption rate of coupons that encourage mid-week visits, and an 86% increase in points earned by players club members.

"We are excited to share our customers' success stories more broadly," added Mr. Shuldman. "Epicentral has demonstrated its ability to deliver significant benefits to slot floor marketing programs. These benefits are crucial differentiators in today's industry environment, allowing operators to best optimize their marketing efforts to drive revenue growth.

TransAct will display Epicentral at ICE Totally Gaming 2015, from February 3-5, 2015 at the ExCeL London Exhibition Center in London, England, in conjunction with its exclusive global distributor Suzo-Happ, at Stand N4-110. The Company will also showcase its industry-leading printing solutions for gaming devices and self-service kiosks, including:

- **Epic 950** - The award-winning Epic 950's proven reliability has made it the ticket-in/ticket-out ("TITO") casino printing solution of choice as demonstrated by its worldwide installation on over 500,000 slot machines. By eliminating player/ticket interference through its TicketBurst™ technology, the Epic 950 seamlessly prints promotions and bonus offers directly to players at the gaming machine while they are playing.
- **Epic 880®** - A compact printer for all types of gaming machines (including amusement with prizes, skill with prizes and video lottery terminals), the Epic 880 features a modular design that is configurable to nearly any space, a variable length ticket presenter and ticket retract capability. The Epic 880 also offers auto paper loading and can accommodate 4-inch or 6-inch paper rolls.
- **Epic 430®** - With an easy-to-configure modular design, the Epic 430 is ideal for casino operators' customer self-service kiosks. The Epic 430 features variable length tickets with graphics and coupons capabilities, quick paper roll changes, a fast print speed and an array of standard paper sensors.

Mr. Shuldman concluded, "Our team is committed to providing innovative, quality products. The display of our unique Epicentral print and bonusing solution, along with our Epic casino and gaming printers, at ICE Totally Gaming 2015 is the embodiment of that commitment. TransAct's global base of casino customers entrusts us with a critical component of their business and they expect our products to deliver uninterrupted service to their players each and every day. We are continually working to deliver on that promise and, through our partnership with Suzo-Happ, can offer our entire portfolio of gaming solutions around the globe. The entire TransAct team looks forward to showing attendees in London the unmatched reliability of our printers and the

power of Epicentral."

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, and 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 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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