

The Results Are in: TransAct Brings the Power of Epicentral to 2013 Global Gaming Expo

- Proven Performance of Epicentral® Promotion and Bonusing System Highlights Company's G2E® Product Display-

- Industry-Leading Epic® Printers and Ithaca® 9700 Food Safety Terminal Demonstrate the Full Range of TransAct Printing Solutions -

HAMDEN, Conn. & LAS VEGAS--(BUSINESS WIRE)-- TransAct Technologies Incorporated (Nasdaq: TACT) ("TransAct"), a global leader in market-specific solutions, including printers, terminals, software and other products for transaction-based and other industries, will demonstrate that the "Results are In" for Epicentral®, its industry-leading promotions and bonusing print system, at the 13th annual Global Gaming Expo (G2E®) from September 24-26, 2013. Epicentral, a proven driver of enhanced casino floor performance, highlights the Company's showcase of its industry-leading, award-winning printers and print systems for the gaming industry at the Sands Expo and Convention Center (Booth #2617) in Las Vegas.

Epicentral is delivering proven performance and a clear value proposition that casino operators can count on as they make it a key component of their marketing programs. Various Epicentral casino customers have reported a 100% increase in lower-tier player average daily theoretical ("ADT") on the day a random award is presented to players; an 87% redemption rate of coupons targeted at carded players; a 73% boost in coin-in for a single one-hour promotion; a 40% redemption rate of coupons that encourage bounce back mid-week repeat visits; a 30% bump in new player loyalty club enrollment in less than 90 days; and a 25% increase in players qualifying for top-tier status.

Currently live at four casinos on over 5,000 gaming machines, Epicentral is a state-of-the-art software system that enables casino operators to deliver targeted promotion and bonusing coupons to both their carded and uncarded players in real-time, right at the slot machine or electronic table game. The easy-to-use graphical interface gives casino marketing and operations teams a simple tool to create customized coupons and offers based on any number of criteria such as uncarded player time on the machine, coin in, carded player data, rated player data, earned rewards and randomly awarded prizes, among others. Designed to work in conjunction with the Company's award-winning Epic 950® ticket printer and a ServerPort™ device installed within the slot machine, Epicentral can connect with all existing slot systems and games as it operates on a separate and distinct connection with the printer. As a result, casinos can deploy Epicentral to all of their slot machines — regardless of manufacturer — to enhance their customers' experience on a real-time basis.

"We are excited to demonstrate the benefits of Epicentral at G2E 2013 as reflected in the performance benefits delivered at our current installations," said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "Our differentiated software system is delivering proven performance across over 5,000 slot machines, leading to increased interest from casino operators worldwide. Casino operators understand the power of targeted promotions and their appreciation of Epicentral's ability to effectively deliver these promotions directly to the player at the slot machine is accelerating. They appreciate the value proposition of a real-time promotion system that can double ADT and drive a 30% increase in new player enrollment in their loyalty programs."

"Furthermore, our new exclusive multi-year agreement with Suzo-Happ Group to market and distribute our casino and gaming printing solutions — including Epicentral — to operators in most areas of the world greatly expands access to Epicentral given Suzo-Happ's international reach and access to most United States jurisdictions. With their established relationships, we expect to further expand the addressable market for Epicentral which we believe will accelerate the pace of deployments."

In addition to Epicentral, at G2E 2013 TransAct will also display a diverse array of its award-winning printing systems for gaming devices and self-service kiosks, including:

- **Epic 950** — Installed on over 500,000 slot machines worldwide, the award-winning Epic 950's proven reliability makes it the ticket-in/ticket-out ("TITO") casino printing solution of choice. The Epic 950 is easily integrated into all game types, both old and new, and thanks to its TicketBurst™ technology eliminates player/ticket interference. It is also fully compatible with Epicentral and ServerPort, providing for the real-time delivery of eye-catching personalized 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. It 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 printer 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 added, "The line-up of our Epic casino and gaming printers on display at *G2E 2013* clearly demonstrates TransAct's long-term commitment to continuous investment in technology and innovation. Our industry-leading TITO casino printing solutions provide casinos with the reliability they depend on to operate efficiently and help deliver their guests an optimal, uninterrupted experience. Installations of the Epic 950 go hand-in-hand with our growing list of Epicentral deployments and our new exclusive distribution agreement with Suzo-Happ, which significantly expands our worldwide distribution network, particularly in the United States, is expected to drive increased sales of this favored printing solution going forward. Our new relationship with the leading distributor of gaming products, with gaming licenses in almost every jurisdiction, will also benefit sales of our other proven gaming machine and kiosk printers. TransAct is dedicated to offering our customers the best in service and we expect to further that goal through our Suzo-Happ alliance going forward."

Also on display at *G2E 2013* will be the Company's innovative new Ithaca 9700® food safety terminal, an ideal solution for use in the back-of-house areas of a casino operator's food and beverage venues. The Ithaca 9700 is a first-of-its-kind offering that saves time, cuts food waste, reduces labor costs and reduces the risk of food spoilage. Its large, easy-to-read 8.4-inch color touch screen display allows employees to quickly print easy-to-read expiration and "enjoy by" date labels, thus mitigating food spoilage. The PC-based terminal also allows for quick menu changes and can generate accurate "prep" and "grab-and-go" labels via an internal real-time clock. The Ithaca 9700 is uniquely positioned to help casino operators and their foodservice venues comply with food safety regulations by more fully automating their contamination prevention processes while improving the overall quality of their product offerings.

"*G2E 2013* will be TransAct's most exciting show ever," Shuldman concluded. "With a new exclusive distribution agreement in place and a growing line of industry-leading printing solutions for the gaming floor and for foodservice venues, our casino customers are coming to rely on TransAct as a one-stop shop for all of their printing needs. We are eager to show off our entire portfolio of products for the gaming industry and are looking forward to demonstrating for customers how we can improve their floor performance and benefit their back-of-house operations."

For more information about the Epicentral print system, the Company's Epic series of gaming device printers and the Ithaca 9700 food safety terminal, 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®, Epic, EPICENTRAL® and Printrex® product brands. TransAct distributes its printers through OEMs, value-added resellers, selected distributors, and direct to end-users. TransAct has over 2.4 million printers 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.

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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 China; 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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