



## **TransAct Technologies Launches Dedicated Pos Printer Reseller Program**

Wallingford, CT - June 30, 2004 - TransAct Technologies Incorporated (Nasdaq: TACT), a leading producer of transaction-based printers for customers worldwide under the Ithaca® brand name, today launched a dedicated program targeting resellers in the point-of-sale (POS) industry. The comprehensive new program, called Momentum, is designed to expand TransAct's relationships in the important reseller channel.

As part of TransAct's Momentum program, resellers will have access to a variety of innovative marketing and support services. Resellers will directly benefit by having a dedicated Channel Team to assist with sales training, technical support, customer demonstrations, trade shows and marketing materials. Resellers can also take advantage of printer integration support for clients with special requirements; a 30-day product evaluation program; and an online listing, with a link to the reseller's website in the Where to Buy directory on the [www.ithacaprinters.com](http://www.ithacaprinters.com) site.

Bart C. Shuldman, Chairman, President and CEO of TransAct Technologies, said, "With the launch of our dedicated Momentum program, resellers will now have a powerful suite of marketing and support services to complement the innovative Ithaca printer line. We have spent a great deal of time meeting with key resellers to find out what services they need to make their sales efforts more effective as we work to meet the needs of our customers. Resellers are a key component in the expansion of our POS market share and we are confident that our Momentum program will provide them the solutions they need. We look forward to increasing our presence in this important channel as more and more resellers partner with TransAct, the POS printer industry leader they know and trust."

### **About TransAct Technologies Incorporated**

TransAct (Nasdaq: TACT) designs, develops, manufactures and markets transaction-based printers under the ITHACA® and MAGNETEC® names. In addition, the company markets related consumables, spare parts and service. The Company's printers are used worldwide to provide receipts, tickets, coupons, register journals and other documents. TransAct focuses on two core markets: point-of-sale (POS), and gaming and lottery. TransAct sells its products to original equipment manufacturers, value-added resellers and selected distributors, as well as directly to end-users. The Company's product distribution spans across the Americas, Europe, the Middle East, Africa, the Caribbean Islands and the South Pacific. For further information, visit TransAct's web site located at [www.transact-tech.com](http://www.transact-tech.com).

### **CONTACTS:**

Steven DeMartino, Chief Financial Officer, 203-269-1198 Ext. 6059  
or David Pasquale, 646-536-7006, or Moon Lee, 646-536-7001 both with The Ruth Group

### **Forward-Looking Statements:**

The Company's forward-looking statements in this press release are subject to a number of risks and uncertainties. For example, the acquisition of TPG, a division of ATSI Holdings Inc., announced on June 2, 2004 is subject to the Company's completion of its due diligence investigation and the negotiation of definitive agreements. No assurance can be given that the definitive agreements will be successfully negotiated or, even if they are, that they will contain terms that are identical to those contained in the letter of intent or that the transaction will be successfully completed. Other risks and uncertainties that have a general impact on the Company's forward-looking statements include, 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; introduction of new products into the marketplace by competitors; successful product development; dependence on significant customers; dependence on third parties for sales outside the United States, including Australia, New Zealand, Europe and Latin America; economic and political conditions in the United States, Australia, New Zealand, Europe and Latin America; marketplace acceptance of new products, risks associated with foreign operations; availability of third-party components at reasonable prices; and the absence of price wars or other significant pricing pressures affecting the Company's products in the United States or abroad. 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.