



## **TRANSACT NAMES BRANDON KNOWLES NEW VP OF GAMING SALES**

### **TRACEY CHERNAY, SVP OF SALES & MARKETING, TO MOVE TO KEY LAS VEGAS MARKET**

HAMDEN, CT, July 16, 2007 - TransAct Technologies Incorporated (NASDAQ: TACT), a leading producer of market specific printers for transaction-based industries worldwide, today announced it has further strengthened its gaming sales team and concentrated key resources in the important Las Vegas market. TransAct has appointed Brandon Knowles, to Vice President of Gaming Sales. Mr. Knowles is a veteran of the gaming industry with over 14 years experience at some of industry's most influential companies, including Shuffle Master, Aristocrat Technologies and Progressive Gaming International. In his new role at TransAct, Knowles will be responsible for managing and achieving TransAct's sales objectives for key slot machine manufacturers and casinos. He will maintain an office in TransAct's Las Vegas facility.

In addition, TransAct announced that Tracey Chernay will relocate to the Las Vegas office on a full time basis to lead the Company's Sales and Marketing efforts for all its products while also maximizing the sales and marketing initiatives in Gaming. Chernay currently serves as Senior Vice President, Sales & Marketing for all TransAct products including Gaming, Lottery, Kiosk, POS and Banking. Bart C. Shuldman, Chairman, President and Chief Executive Officer of TransAct Technologies, said, "Over 60% of our revenue comes from gaming and lottery - and Las Vegas is the capital of it all. These two very important personnel moves underscore our commitment to that business. With the level of technology we have added to our business, Tracey will be able to lead our company's sales efforts headquartered out of our Las Vegas office while also giving us the executive presence in one of our most important markets. Tracey has done a tremendous job in her tenure with TransAct and we are all excited about her move to Las Vegas. In addition, Brandon's industry expertise and extensive relationships make him an extremely valuable addition to our gaming and lottery team. Throughout his career, Brandon has been successful in building strong relationships in the casino and gaming industry. We look forward to his contributions as we continue to expand our gaming business."

About TransAct Technologies Incorporated TransAct Technologies Incorporated (NASDAQ: TACT) is a leader in developing and manufacturing market-specific printers for transaction-based industries. These industries include gaming, lottery, point-of-sale, kiosk and banking. 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 are designed from the ground up based on market specific requirements and are sold under the Ithaca® and Epic product brands. TransAct distributes its products through OEMs, value-added resellers, selected distributors, and direct to end-users. TransAct has over two million printers installed around the world. TransAct also has a strong focus on the after-market side of the business, with a high commitment to printer service, supplies and spare parts. TransAct is headquartered in Hamden, CT. For more information on TransAct, visit [www.transact-tech.com](http://www.transact-tech.com) or call 203.859.6800.

Contacts: Steven DeMartino, Chief Financial Officer, 203-859-6810 or David Pasquale, 646-536-7006 with The Ruth Group

# # #

#### 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", "project" 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; introduction of new products into the marketplace by competitors; successful product development; dependence on significant customers; dependence on significant vendors; the ability to recruit and retain quality employees as the Company grows; dependence on third parties for sales outside the United States, including Australia, New Zealand, Europe, Latin America and Asia; 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; 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; and the outcome of lawsuits between TransAct and FutureLogic, Inc. 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.