



Technologies Incorporated

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TransAct Technologies' "Gaming Gets Personal" for G2E 2012

Will Showcase New Features for the EPICENTRAL(R) Print System

HAMDEN, Conn., Oct. 1, 2012 (GLOBE NEWSWIRE) -- TransAct Technologies Incorporated (Nasdaq:TACT), a global leader in market-specific solutions, including printers, terminals, software and other products for transaction-based and other industries, announced today that its theme for G2E Las Vegas 2012 will be "Gaming Gets Personal" as it showcases its world-class EPICENTRAL® Print System. As part of the many features displayed this year, the company will demonstrate additional features and applications for its EPICENTRAL® Print System that will continue to provide casinos the ability to 'Get Personal' with their slot players. The new applications supply the casino with even more customer-targeted tools in order to fully optimize usage of the EPICENTRAL® Print System and provide a direct link to their carded and non-carded slot players.

In addition to the many features the EPICENTRAL® Print System offers casinos such as Server Manager, Coupon Layout Generator, Campaign Center and Mobile Host, TransAct Technologies will introduce the following new features:

The **EPICENTRAL Report Center®** expands the analytical capabilities of the EPICENTRAL® system further than ever before. EPICENTRAL® already captures and stores all relevant promotional data regarding each action taken by the system and slot player, and now the data will be combined with the power and functionality of Microsoft SQL Server Reporting Services and other reporting tools to enable casinos to perform detailed analyses of EPICENTRAL®'s effects on their business. TransAct can work with the casino to import coupon redemption data and marry it with EPICENTRAL®'s production data, enabling the casino to analyze the impact of each promotional campaign run through EPICENTRAL® and then modify and optimize the campaign to increase its effectiveness. EPICENTRAL Report Center® is also compatible with other SQL reporting tools that may already be in use, additionally allowing casinos to leverage their current reporting infrastructure. The new Report Center feature will come standard with the EPICENTRAL® Print System beginning in October 2012.

The **EPICENTRAL® Leaderboard** is an application that adds to the capabilities of the EPICENTRAL Mobile Host®. EPICENTRAL® Leaderboard will display on a mobile device used by casino hosts or marketing representatives, a real-time list of players currently carded in as they play a slot machine. The new feature can rank the slot player according to specified criteria or by the casino's method of ranking players. It also shows information about each player, including guest name, player ID, current location, recommended comp limit, available offers and more. Ultimately, Leaderboard provides the casino host or marketing representative with an additional convenience of being able to service the customer on the casino floor, thus providing a more personal experience for the player.

"These new applications for the EPICENTRAL® Print System provide more player-specific information than ever before for casinos to provide superior customer service and optimize usage of the system," said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "We are excited about our theme 'Gaming Gets Personal' and to introduce these new applications to the EPICENTRAL® Print System, which should provide further ability for casinos to determine which promotional campaigns are most effective, as well as continuing to enhance the casino experience for customers, which will ultimately lead to additional trips and increased play at the slot machines."

A fully functional version of the EPICENTRAL® Print System and its new modules will be on display and available for demonstration, along with many other TransAct products including the industry-leading Epic 950® Ticket Printer and the Ithaca 9700 Food Safety Terminal, at the G2E Conference in Las Vegas, Nevada from October 2-4 at TransAct's exhibitor booth #2617. For supplementary material that discusses the EPICENTRAL® Print System in further detail, please visit TransAct's website at <http://www.transact-tech.com>.

About TransAct Technologies Incorporated

TransAct Technologies Incorporated (Nasdaq:TACT) 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, gaming, lottery, banking, kiosk, point-of-sale, food safety, 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 two million printers installed around the world. TransAct is committed to world-class printer service, spare parts and accessories required by a growing worldwide

installed base of printers. Beyond printers, TransAct is a leader in providing printing supplies to the full transaction printer market. Through its TransAct Services Group, TransAct provides a complete range of supplies and consumables 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.

The TransAct Technologies, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=10061>

The EPICENTRAL™ Print System logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=11607>

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, the Company's ability to successfully integrate the Printrex business with its existing operations; 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; dependence on contractor manufacturers for the assembly of a large portion of our products in China; the ability to protect intellectual property; 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 the lawsuit between TransAct and Avery Dennison Corporation. 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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