



Technologies Incorporated

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TransAct's Epicentral® Promotion and Bonusing System Goes Live on 144 Gaming Machines at Hippodrome Casino in London

- Leading Real-Time Marketing Solution Now Live in Five Casinos on Over 5,000 Slot Machines -

HAMDEN, Conn. & LONDON--(BUSINESS WIRE)-- 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 it has successfully installed its industry-leading Epicentral® Print System at the Hippodrome Casino in London's historic Leicester Square. Connecting to each of the property's 144 electronic gaming machines, including both slot machines and electronic table games, the newest installation of *Epicentral* marks the Company's fifth such successful launch. *Epicentral* is now running live on over 5,000 slot machines worldwide.

"The introduction of our advanced *Epicentral* promotion and bonusing system on Hippodrome's entire array of electronic gaming machine offerings represents the fifth successful installation of our innovative in-casino marketing system," said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "Hippodrome is the latest customer to fully embrace the power of *Epicentral* and to recognize the software system's ability to increase visitation from top tier customers, enhance new loyalty program enrollment and drive additional play on their 144 electronic gaming machines. They are using *Epicentral* right out of the gate to offer Instant Rewards prizes to customers including food and drink offers, cash prizes, free play, friend points, exclusive drawings and merchandise. We are excited to work closely with Hippodrome to help further improve their business and provide their guests with an amazing, fun customer experience."

Simon Thomas, Chief Executive of the Hippodrome Casino, added, "Installing *Epicentral* on our casino floor provides a tremendous value proposition for our guests and our operations given the attractive benefits of instant promotions and bonusing. The TransAct team made the process of linking *Epicentral* to all of our electronic gaming machines and our player tracking system simple and, as a result, we are able to easily connect and communicate directly with players at all times and at all machines on our casino floor. Our marketing team looks forward to providing our customers with a more personalized, exciting gaming experience and we expect the addition of *Epicentral* to our award-winning gaming offering in the heart of London to take the fun at Hippodrome to a whole new level."

The *Epicentral* Print System — connected directly to TransAct's ServerPort™ device inside the slot machine— is an easy-to-use, cost-efficient software system that enables casinos to internally develop marketing programs and promotional coupons for distribution to customers on a real-time basis at a slot machine. The system works with existing slot systems and games as it operates with a separate and distinct connection with the printer. As a result, casinos can deploy the *Epicentral* Print System to connect to all existing slot machines, regardless of the game's manufacturer, to drive increased revenue and enhance their customers' experience on a real-time basis.

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.

About Hippodrome Casino

Land based Casino Of The Year 2013* and located in the heart of the West End of London in one of the city's iconic buildings. It opened in July 2012 and is already one of London's foremost entertainment venues. The Hippodrome Casino is the result of

a three year, £40 million development of 2 heritage buildings on the busiest corner in Europe with China town at the back door. It has four floors of gaming including a dedicated Poker deck, a restaurant, six bars, two lounges, and a dedicated cabaret theatre with some of the best acts in town. (*Totally Gaming Awards 2013).

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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