

# TRANSACT

Technologies Incorporated

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## **Transact Technologies Announces Bally iVIEW Display Manager(TM) (DM) to be Demonstrated With EPICENTRAL(R) Print System at G2E**

HAMDEN, Conn., Oct. 2, 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, today announced it will be demonstrating the Bally Technologies (NYSE:BYI) iVIEW Display Manager (DM) with its EPICENTRAL® Print System at today's Global Gaming Exhibition (G2E) in Las Vegas. The demonstration will show how the EPICENTRAL Print System can work in concert with the Bally iVIEW DM player-user-interface and allows slot players to pick from multiple prizes and promotions directly from the slot machine screen. The player will then have the option to print any selected promotion at their slot machine through the EPICENTRAL Print System.

"We are very excited to be working with Bally Technologies, a leader in games and systems technology for the casino industry, to demonstrate how the EPICENTRAL Print System will work seamlessly with iVIEW DM to provide the optimal experience for casino patrons," said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "By considerably enhancing the customer experience, our casino customers should be able to leverage these two leading technologies to increase additional player trips through future promotions, increased play at the slot machines through bonusing, as well as promoting incremental purchases of products or services throughout the casino property."

iVIEW DM is the ultimate on-device marketing technology. It enables casinos to brand their product at the essential point of contact — the gaming device itself. It is compatible with EGMs that have a touch-enabled video monitor from any manufacturer, and turns any game into an interactive marketing kiosk. iVIEW DM is an excellent way to build player awareness of promotions and other messaging, as well as providing exciting community and individual player promotional events, player account management, property information and player services.

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 to be distributed to customers on a real-time basis at a slot machine. Additionally, the system works with existing slot systems and games as it operates with a separate and distinct connection with the printer. With this, casinos will be able to use 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.

A fully functional version of the EPICENTRAL Print System and its new modules will be on display and available for demonstration of EPICENTRAL's interactivity with the Bally iVIEW DM, along with many other TransAct products including 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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