

TRANSACT

Technologies Incorporated

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TransAct to Empower Bally Systems User Conference 2014 Attendees with Industry-Leading Epicentral® Promotion and Bonusing System

- Company to Demonstrate the Power of Epicentral and its Award-Winning Epic 950® Printer at Mohegan Sun -

HAMDEN, Conn.--(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 the Company's participation at EMPOWER 2014, Bally Technologies' annual Systems User Conference which will be held on June 10-12, 2014 at the Mohegan Sun Resort Casino in Uncasville, CT. TransAct (Booth B3) will have on display Epicentral®, its industry-leading promotions and bonusing print system that integrates with Bally's casino management programs, as well as its award-winning Epic 950® ticket printer.

Installed today on over 10,500 gaming machines at 11 casinos worldwide, Epicentral is the industry's only enterprise-level software system that enables casino operators to deliver real-time targeted promotion and bonusing coupons to all players directly at the slot machine or electronic table game. Operating in conjunction with the ServerPort™ installed in each gaming device as well as the Company's Epic 950® ticket printer, Epicentral connects with all existing slot management systems - such as Bally's iVIEW Display Manager™ as well as all slot machines and electronic table games, regardless of manufacturer. Thanks to its unmatched flexibility, casino marketing and operations teams can easily design and run floor-wide promotions at the click of a button, eliminating the need for a floor technician to visit each gaming machine.

Epicentral continues to deliver meaningful performance in casino operations, driving clear improvements in floor-wide marketing programs. Customers have reported a 60% increase in new player enrollment in their loyalty programs, a 37% increase in weekday afternoon slot handle, a 46% average increase in slot handle on the night of a coupon-drawing promotion, a 100% increase in lower-tier player average daily theoretical (ADT), a 34% increase in the number of returning players, an 87% redemption rate of coupons that encourage mid-week visits, an 86% increase in points earned by players club members, and a 14% increase in average player time on device.

TransAct will also demonstrate its industry-leading Epic 950 gaming printer to attendees at EMPOWER 2014. The award-winning Epic 950's proven reliability and widespread compatibility have made it the ticket-in/ticket-out ("TITO") casino printing solution of choice. Installed on over 500,000 slot machines worldwide, the Epic 950 is fully compatible with both Epicentral and ServerPort while its TicketBurst™ technology easily eliminates player/ticket interference.

For more information about the Epicentral print system and the Company's Epic 950 printer, please visit <http://www.transact-tech.com>.

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, 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®, RESPONDER, Epic, EPICENTRAL® and Printrex® product brands. TransAct distributes its printers and terminals through OEMs, value-added resellers, selected distributors, and direct to end-users. TransAct has over 2.5 million printers and terminals 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.

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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 Asia; 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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