

TRANSACT

Technologies Incorporated

October 22, 2013

TransAct Extends Relationship with PCI Gaming, Bringing Epicentral® Promotion and Bonusing System to Second Poarch Band of Creek Indians Casino in Alabama

- Planned *Epicentral* Implementation on 2,500 Units Expands Enterprise Solution to 4,200 Games Across Two PCI Gaming Casinos -

HAMDEN, Conn. & WETUMPKA, Ala.--(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 extension of the Company's relationship with PCI Gaming Authority, the gaming enterprise of the Alabama-based Poarch Band of Creek Indians, to bring its Epicentral® promotion and bonusing system to a second casino operated by the tribe following the implementation of *Epicentral* at Wind Creek Casino & Hotel Atmore in March 2013. The deployment, which is expected to go live in late 2013 and represents an extension of the existing *Epicentral* system in place at Wind Creek Casino & Hotel Atmore, will bring *Epicentral* to all 2,500 Class II electronic games at Wind Creek Casino & Hotel Wetumpka and expand the Company's deployment at PCI Gaming facilities to a total of approximately 4,200 games.

The *Epicentral* Print System is currently live at five casinos, delivering customized promotions and coupons directly to casino patrons on over 5,000 machines and electronic gaming devices worldwide. TransAct expects to bring four more casinos online — including Wind Creek Casino & Hotel Wetumpka — before the end of 2013, effectively expanding the Company's total base of *Epicentral*-enabled electronic gaming devices to over 10,000 units worldwide.

Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies, commented, "We value our partnership with PCI Gaming and believe the decision to extend their existing *Epicentral* enterprise solution to Wind Creek Casino & Hotel Wetumpka after six months of use at Wind Creek Casino & Hotel Atmore is a clear indication of the power of *Epicentral* to deliver proven, measurable results for our customers. Wind Creek Casino & Hotel Atmore has leveraged *Epicentral*'s ability to deliver promotions and coupons directly to their carded and uncarded players at the machine on a real-time basis, ultimately creating a far more rewarding gaming experience for players. Now, PCI Gaming is expanding on its existing *Epicentral* deployment with this new implementation at Wind Creek Casino & Hotel Wetumpka, a move that should further improve PCI Gaming's business and demonstrate the flexibility of our *Epicentral* software system in multi-facility operations."

The *Epicentral* Print System — connected directly to TransAct's *ServerPort* device inside the 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 machine. The system works with existing systems and games as it operates with a separate and distinct connection to TransAct's Epic® 950 printer. As a result, casinos can deploy the *Epicentral* Print System to connect to all existing 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 PCI Gaming

PCI Gaming is the Gaming Authority of the Poarch Band of Creek Indians. PCI Gaming currently operates three properties in Alabama: Wind Creek Casino & Hotel Atmore, Wind Creek Casino & Hotel Wetumpka and Creek Casino Montgomery.

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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Source: TransAct Technologies Incorporated

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