



TransAct Launches KITCHENjet™ Line of Printers for Restaurant Industry

New Printer Line Extends the Benefits of Inkjet Printing Into the Kitchen

WALLINGFORD, Conn., May 18 /PRNewswire-FirstCall/ -- TransAct Technologies Incorporated (Nasdaq: TACT), a leading producer of transaction-based printers for customers worldwide, today announced the availability of its new KITCHENjet™ line of inkjet printers specifically for the restaurant industry. TransAct's KITCHENjet™ printers offer all of the benefits of the Company's proven inkjet printing with added features for the kitchen environment.

The KITCHENjet™ 1000, the first model in the KITCHENjet family, will come standard with TransAct's leading two color printing capability used for kitchen order modifiers. A key feature is the printer's custom cabinetry, which is made of high heat resistant material to help prevent damage when placed near hot surfaces including burners, grills and heat lamps. Additional standard features include a heavy-duty auto-cutter; a receipt cover which covers the receipt exit path to prevent spills and debris from getting into the printer; a loud programmable buzzer which can be used to alert the kitchen staff when an order has been printed; and numerous emulations to allow easy integration into many platforms. The printer also incorporates a vertical PCB and protected power supply to further protect it from the spills and harsh environment of the kitchen.

A stainless steel wall or countertop shelving unit is available as an option, offering flexible printer positioning, additional protection from heat sources, and convenient storage space. The KITCHENjet™ 1000 is also available with an 802.11b wireless option, providing increased operational efficiency and reduced cable clutter in the kitchen.

Bart C. Shuldman, Chairman, President and CEO, said, "The benefits of inkjet printing in the kitchen are so compelling compared to alternative impact and thermal technologies. Inkjet technology produces tickets which are much more durable than impact or thermal tickets because they resist damage from high heat, greases and oils. Inkjet printing is also a very economical choice as its low printer purchase price and low cost paper and ink cartridges provide a very favorable total cost of ownership. Based on customer input and our extensive study of real-world use, we developed the KITCHENjet™ line of printers, which incorporates all of the benefits of our proven POSjet® inkjet printer family, with additional features such as a heat resistant case and cover, providing an ultimate solution for the kitchen environment. Since these printers are so compelling from a competitive standpoint, we expect to see sales ramp steadily through 2004 and beyond."

Customers, investors and other interested parties can see TransAct's new KITCHENjet™ 1000 printer at the 85th Annual National Restaurant Association Restaurant, Hotel-Motel Show (booth # 5773), May 22-25, 2004 in Chicago, IL.

About TransAct Technologies Incorporated

TransAct (Nasdaq: TACT) designs, develops, manufactures and markets transaction-based printers under the ITHACA® and MAGNETEC® names. In addition, the Company markets related consumables, spare parts and service. The Company's printers are used worldwide to provide receipts, tickets, coupons, register journals and other documents. TransAct focuses on two core markets: point-of-sale (POS) and gaming and lottery. TransAct sells its products to original equipment manufacturers, value-added resellers and selected distributors, as well as directly to end-users. The Company's product distribution spans across the Americas, Europe, the Middle East, Africa, the Caribbean Islands and the South Pacific. For further information, visit TransAct's web site located at www.transact-tech.com.

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Forward-Looking Statements:

The Company's forward-looking statements in this press release are subject to a number of risks and uncertainties. Risks and uncertainties include, 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; introduction of new products into the marketplace by competitors; successful product development; dependence on significant customers; dependence on third parties for sales outside the United States, including Australia, New Zealand; economic and political conditions in the United States, Australia, New Zealand, Europe and Latin America; marketplace acceptance of new products, risks associated with foreign operations; availability of third-party components at reasonable

prices; and the absence of price wars or other significant pricing pressures affecting the Company's products in the United States or abroad. 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.

Source: TransAct Technologies Incorporated