

Photo Release -- TransAct Technologies Announces New Line of Ithaca-Branded Terminals and Printers for Food Safety and Food Preparation Markets and Point of Sale Market

HAMDEN, Conn., April 23, 2012 (GLOBE NEWSWIRE) -- TransAct Technologies Incorporated (Nasdaq:TACT), a global leader in market-specific printers for transaction-based and other industries, announced today that it is launching a new line of Ithaca-branded terminals and printers for the point-of-sale market, including entering the food safety and preparation labeling market for the first time.

"It is a very exciting time at TransAct as we launch the most new products in the company's history in 2012," said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "Today, we are starting by bringing our Ithaca line of printers into the next generation with three new products, and we believe our current customers and potential new customers will be extremely impressed with the flexibility of the Ithaca® 9000, as well as the technology, speed and cost-saving ability of the Ithaca® 9700 and Ithaca® 9800 Food Safety Terminals. We have interviewed potential new and existing customers, which has led us to invest in the new Food Safety Terminal as we see a large market opportunity in front of us. These Food Safety Terminals will be marketed into many new and existing markets including restaurants, hospitality, casinos, colleges and universities, hospitals, cruise ships and locations that are in much need for food safety and labeling when preparing food and ready-to-go offerings. Further, with the FDA Food Safety Modernization Act signed into law last year, there is now a significant need to ensure food products are properly labeled by restaurants and other food service preparers. With today's announcements, TransAct is leading the food industry in innovation and truly focusing on the rapidly growing need for food safety and labeling in the restaurant and hospitality markets."

The newest Ithaca products include the following:

Ithaca® 9700 — The Ithaca® 9700 Food Safety Terminal is TransAct's initial entry into the food safety and prep labeling market, helping to make food prep safer and faster by saving time and helping to cut food waste and reducing the risk of spoilage. This device features an 8.4 inch easy-to-read color touch screen with a choice of one or two printer configurations to print food safety labels that are needed when food items are opened by chefs and prep stations and then put back into refrigerators, freezers or on the shelf. These items have a specific shelf life and the label will clearly inform the restaurants and food establishments when the item expires, as opposed to using hand-written labels that are time consuming to implement, costly and difficult to read. In addition, the Ithaca® 9700 also prints labels for grab-and-go items such as salads, sandwiches and soups and will allow food establishments to print ingredients, calories and sell-by dates. It has an easy snap-in/snap-out printer mechanism for flexibility and serviceability, and each can be used for multiple width labels, making drop-in label loading simple. The terminals can be sold with a PC-based software companion utility for quick menu and inventory updates allowing establishments to easily incorporate this device into their daily routines. TransAct has been invited to attend and launch the new Ithaca® 9700 Food Safety Terminal today at a convention held by one of the largest quick service restaurant companies in the world. For more information, please http://www.transact-tech.com/products/ithaca_9700.html.

A photo of the Ithaca® 9700 Food Safety Terminal is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=12524>

Ithaca® 9800 — The Ithaca® 9800 Food Safety Terminal is similar to the Ithaca® 9700, with an added controller that allows the device to be connected to existing software systems used by restaurants and other establishments to totally automate the process of food preparation and labeling. This terminal features a built-in web browser, video capability, speakers and WiFi connectivity to allow automatic downloading of menu items, recipes and movies to show food prep people how to prepare the meals, while also automating the completion of inventory transactions once food items are prepared or completed. The Ithaca® 9800 is available in a two-printer configuration and will be launched at the National Restaurant Show on Saturday, May 5. For more information, please visit http://www.transact-tech.com/products/ithaca_9800.html.

A photo of the Ithaca® 9800 Food Safety Terminal is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=12525>

Ithaca® 9000 — The new Ithaca® 9000 thermal printer is the best of all worlds for TransAct customers. The Ithaca® 9000 combines three of TransAct's already successful Ithaca printers (the Ithaca® 8000, Ithaca® 8040 and Ithaca® 280) into one fully functional printer that serves all of a customer's needs for receipts and labels for use such as grill and specialty beverage orders. The Ithaca® 9000 provides the flexibility to use either 40mm, 58mm or 80mm paper, as well as the ability to use plain or sticky thermal paper, all in a single printer. It automatically senses what paper has been loaded and reconfigures itself, and is the industry's fastest receipt printer at 12 inches per second. The Ithaca® 9000 has a space-saving internally mounted power supply and is Energy Star certified. The printer will also be launched today at a convention held by one of the largest quick service restaurant companies in the world. For more information, please visit <http://www.transact->

tech.com/products/ithaca_9000.html.

About TransAct Technologies Incorporated

TransAct Technologies Incorporated (Nasdaq:TACT) is a leader in developing and manufacturing market-specific printers and other products for transaction-based and other industries. These industries include casino, gaming, lottery, banking, kiosk, 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®, Epic 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 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.

The TransAct Technologies, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=10061>

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; and risks associated with potential future acquisitions. 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.

The photos are also available at Newscom (for the Ithaca 9700 Food Safety Terminal), www.newscom.com, and via AP PhotoExpress (for both).

CONTACT: TransAct Technologies Incorporated

Steven DeMartino, President and Chief Financial Officer

203-859-6810

ICR Inc.

William Schmitt

203-682-8200

Ithaca 9700 Food Safety Terminal