



Technologies Incorporated

May 15, 2012

Red Wind Casino Uses TransAct Technologies' EPICENTRAL(R) Print System to Tremendous Effect

HAMDEN, Conn., May 15, 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, is pleased to announce the initial results from the use of the EPICENTRAL® Print System at Nisqually Red Wind Casino in Olympia, Washington.

With the installation of the EPICENTRAL® Print System in early February on all 975 of its slot machines, Red Wind Casino has seen significant increases in new player enrollment, visits per player and overall player spend. Since launching their EPICENTRAL®-powered Windfall promotional campaign in February, Red Wind has seen a roughly 30% increase in new player enrollment in their player loyalty club, as well as an increase in number of visits per player, with top-tier player visits in particular increasing by over 10%.

"We are extremely pleased at the impact EPICENTRAL® and our Windfall campaign have had on our results," stated Quinton Boshoff, General Manager of Nisqually Red Wind Casino. "TransAct's team has worked well with our staff to ensure that we were able to achieve these results and we look forward to continued success with the new promotions we have planned. We believe we have only scratched the surface of what can be done with this system."

In addition, Red Wind has also seen an increase in overall player spend with a nearly 25% increase in the number of club registered players who are qualifying for their highest rated tiers and an over 10% increase in the number of guests who are earning club rewards through their increased play. In addition, Red Wind has seen their average daily theoretical win for their top tier players increase by nearly 5% since going live with EPICENTRAL®.

"We are very happy to see our partners at Nisqually Red Wind achieving these types of results with our new EPICENTRAL® Print System," said Bart Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "We look forward to working with other casinos in the coming months to accomplish similar results for their properties."

The new 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 all existing slot systems and games as it is separate and distinct from the slot system itself. 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.

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>

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.

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