



TransAct Technologies To Present At The Roth Capital Partners New York Conference

Wallingford, CT, August 31, 2004 - TransAct Technologies Incorporated (Nasdaq: TACT), a leading producer of transaction-based printers for customers worldwide, is scheduled to present at the Roth Capital Partners New York Conference at the St. Regis Hotel on Tuesday, September 14, 2004. Bart C. Shuldman, Chairman, President and CEO, and Steve DeMartino, Executive Vice President and Chief Financial Officer, will be presenting.

Date:

Tuesday, September 14, 2004

Time:

8:00AM EDT

Place:

St. Regis Hotel - New York, NY

Webcast:

<http://www.shareholder.com/transact-tech/index.cfm>

TransAct's CEO and CFO will be available for one-on-one meetings after the presentation. Investors interested in scheduling a time to meet with management should contact Ting Mei Chong of The Ruth Group at 646-536-7026 or tchong@theruthgroup.com.

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.

CONTACT:

David Pasquale, 646-536-7006, or Ting Mei Chong, 646-536-7026, both of The Ruth Group, www.TheRuthGroup.com

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 and 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.