



Technologies Incorporated

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TransAct Technologies' EPICENTRAL(R) Print System Installed at Wind Creek Casino & Hotel in Atmore, Alabama

HAMDEN, Conn., March 19, 2013 (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, today announced its EPICENTRAL® Print System is installed on all approximately 1,700 games at PCI Gaming's Wind Creek Casino & Hotel in Atmore, Alabama.

"We are excited to see the EPICENTRAL® Print System running at Wind Creek Casino & Hotel and to see them introduce the system to its casino patrons," said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "Wind Creek Casino's customers are now able to experience specifically targeted promotions and bonusing programs right at their game, which should lead to additional play, loyalty and increased revenue for Wind Creek. One particular promotion they will run for their customers is an automatic drawing for additional prizes for both carded and uncarded players with personalized messages for the carded player — utilizing the true benefit of EPICENTRAL®."

"We are pleased that the EPICENTRAL® Print System has tested very well with our players and we are looking forward to optimizing the overall casino experience and deliver greater value for our customers," stated John Enriquez, Wind Creek Casino & Hotel's Vice President of Information Technology. "To further enhance the experience of our patrons, we have trained all Wind Creek employees to be knowledgeable of every feature of the EPICENTRAL® Print System to create excitement for the programs and to ensure our patrons do not miss out on any opportunities."

With the launch of the EPICENTRAL® Print System, Wind Creek is the first casino in the Southeast with the ability to provide players with game-play prizes to keep their guest experience fresh and unique. In addition, the EPICENTRAL® Print System was seamlessly combined with Wind Creek's slot tracking system using a certified connection to obtain real-time player activity as well as the ability to personalize promotions.

The 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 via the EPICENTRAL® technology. Additionally, the system works with existing slot systems and games as it operates with a separate and distinct connection with the printer. 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 on a real-time basis.

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, 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 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 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>

About PCI Gaming

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

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; introduction of new products into the marketplace by competitors; successful product development; dependence on significant customers; dependence on significant vendors; dependence on contract 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; risks associated with potential future acquisitions; 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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