

TRANSACT

Technologies Incorporated

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First Deployment of Epicentral SE from TransAct Now Live

HAMDEN, Conn.--(BUSINESS WIRE)-- TransAct Technologies Incorporated ("TransAct" or "the Company"), a global leader in software-driven technology and printing solutions for high-growth markets, announced today that the first deployment of Epicentral SE, TransAct's new systems edition of its Epicentral promotion and bonusing print system, is now live at a U.S. commercial casino. Installed in connection with the existing slot management system and TransAct Epic 950 printers in use at the property, Epicentral SE is powering the delivery of printed offers, including free play vouchers, delivered directly to players which they can redeem while playing.

Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies, commented, "We are excited that Epicentral SE is now powering new bonusing opportunities at a U.S. casino for the first time. In what has become a highly competitive industry environment, TransAct believes that the real-time delivery of bonuses via a printed voucher is a differentiated way for operators to drive increased visitation and play among their patrons. The ability to print playable vouchers, redeemable at the game, is an unrivaled feature of our Epicentral SE system, an easy-to-implement add-on to slot management systems that transforms the bonus environment on casino floors. We look forward to working with this customer as they fully leverage the capabilities of Epicentral SE."

Epicentral is the industry's only enterprise-level promotion and bonusing software suite, providing for the real-time delivery of targeted promotions to customers directly at slot machines and electronic table games. TransAct's new systems edition of Epicentral, Epicentral SE, allows operators to use the existing bonusing capabilities of their slot management systems to offer bonuses to players as a printed coupon by leveraging Epicentral's Print Manager and Design Center modules. These real-time printed bonuses have been proven to drive increased time on device and, ultimately, increased revenue for the casino operator.

About TransAct Technologies Incorporated

TransAct Technologies Incorporated is a global leader in developing software-driven technology and printing solutions for high-growth markets including restaurant solutions, POS automation, casino and gaming, lottery, mobile and oil and gas. The Company's solutions are designed from the ground up based on customer requirements and are sold under the AccuDate™, EPICENTRAL®, Epic®, Ithaca®, RESPONDER and Printrex® brands. TransAct has over 3.0 million printers and terminals installed around the world and is committed to providing world-class service, spare parts and accessories to support its installed product base. Through the TransAct Services Group, the Company also provides customers with a complete range of supplies and consumable items both online at <http://www.transactsupplies.com> and through its direct sales team. TransAct is headquartered in Hamden, CT. For more information, please visit <http://www.transact-tech.com> or call (203) 859-6800.

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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 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; our competitors introducing new products into the marketplace; our ability to successfully develop new products; our dependence on significant customers; our dependence on significant vendors; dependence on contract manufacturers for the assembly of a large portion of our products in Asia; our ability to protect intellectual property; our ability to recruit and retain quality employees as the Company grows; our dependence on third parties for sales outside the United States, including Australia, New Zealand, Europe, Latin America and Asia; the 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; the 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; our new line of food safety and oil and gas products driving increased adoption by customers; 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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