



Technologies Incorporated

April 15, 2014

TransAct Signs Contract for Initial Installation of Epicentral® Promotion and Bonusing System with International Multi-Site Casino Operator

- First Installation Encompasses Entire 900 Unit Slot Floor at Single Property -

- Agreement also Includes Sale of Over 1,500 Epic® 950 Printers -

HAMDEN, Conn.--(BUSINESS WIRE)-- 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, announced today that it has entered into an agreement with an international multi-site casino operator to install the Company's Epicentral® promotion and bonusing system on all 900 slot machines at one of the operator's properties. The agreement also includes an option for the customer to add Epicentral to approximately 2,500 additional units that encompass the balance of the slot machines at all of its properties. TransAct is working with the customer's technical and marketing teams and expects the initial 900-unit Epicentral installation to go live in the second half of 2014. In addition, the customer has purchased approximately 1,500 of TransAct's Epic® 950 dual-port printers as it continues to replace existing slot machine printers supplied by another manufacturer across its properties.

"Customers around the world have discovered the power of our easy-to-use Epicentral promotion and bonusing software system, which continues to prove its ability to drive increased revenue performance by stimulating visitation, greater numbers of player loyalty program enrollments, increased time on device and customer play," said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "Epicentral is the industry's most flexible solution, allowing operators to simultaneously run multiple promotional programs across their entire casino floor, regardless of their existing slot management system and slot floor composition. Furthermore, its ability to offer multiple currencies within a single promotion makes it a perfect fit for international implementations such as this.

"Our new relationship with this multi-site operator also includes a significant slot machine printer replacement order as our Epic 950 dual-port printers replaced a competitor's printer. This is another strong indication of our ability to gain new market share through the sales process of our Epicentral promotional and bonusing system. We are excited to work closely with this new customer as we bring the power of Epicentral to their first property later this year and further expand our global footprint of Epicentral and Epic 950-enabled casino floors."

Epicentral is currently delivering customized promotions and coupons directly to casino patrons in 11 casinos worldwide, representing a total installed base of over 10,500 electronic gaming machines. Connected directly to TransAct's ServerPort™ device installed inside each slot machine as well as the Company's award-winning Epic 950 ticket-in/ticket-out ("TITO") printer, Epicentral is the industry's only enterprise-level promotion and bonusing software system. Capable of working with all existing slot systems, slot machines and electronic table games, regardless of manufacturer, Epicentral allows casinos to easily design and run floor-wide promotions with the touch of a button, eliminating the need for a visit to the gaming machine by a floor attendant for printer and/or device configuration.

Customers that have deployed Epicentral are reporting a number of performance enhancements across their businesses, including: a 100% increase in lower-tier player average daily theoretical ("ADT") on the day a random award is presented to players; an 87% redemption rate of coupons targeted at carded players; a 73% boost in coin-in for a single one-hour promotion; a 40% redemption rate of coupons that encourage bounce back mid-week repeat visits; a 30% bump in new player loyalty club enrollment in less than 90 days; and, a 25% increase in players qualifying for top-tier status.

Installed on over 500,000 slot machines worldwide, the award-winning Epic 950's proven reliability makes it the TITO casino printing solution of choice. The Epic 950 is easily integrated into all game types, both old and new, and thanks to its TicketBurst™ technology eliminates player/ticket interference. It is also fully compatible with both Epicentral and ServerPort, providing for the real-time delivery of eye-catching personalized promotions and bonus offers directly to players at the gaming machine while they are playing.

About TransAct Technologies Incorporated

TransAct Technologies Incorporated 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 and gaming, lottery, food safety, banking, 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®, RESPONDER, Epic, EPICENTRAL® and Printrex® product brands. TransAct distributes its printers and terminals through OEMs, value-added resellers, selected distributors, and direct to end-users. TransAct has over 2.5 million printers and terminals 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 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.

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; 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 will drive increased adoption by customers; 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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