



TransAct Technologies Enters Label Printing Market

- Launches New Ithaca® L/R 8000 Thermal Printer Bringing the Benefits of Linerless Label Printing to POS and Auto ID Market -

WALLINGFORD, Conn., May 23 /PRNewswire-FirstCall/ -- TransAct Technologies Incorporated (Nasdaq: TACT - News), a leading producer of transaction-based printers for customers worldwide, today announced that it has entered the label printing market with the release of its new Ithaca® L/R 8000 high-speed thermal printer. In keeping with the Company's history of product innovation, TransAct is bringing functionality and value directly to the point-of-sale (POS) and Automatic ID (Auto ID) markets by offering a printer that allows for both linerless label printing and customer receipt printing. The Ithaca® L/R 8000 Thermal printer is being introduced at the National Restaurant Association Show (booth # 5773), May 21-24 in Chicago and at the Retail Systems Show (booth # 1924), May 24-26 in Chicago. "We have only begun to see the possible uses of this new printing solution," said Scott Carter, SVP of Global POS and Banking for TransAct Technologies. "Food service operators have been the first to bring this idea forward, but we anticipate many other applications will evolve quickly. The Ithaca® L/R 8000 thermal printer provides a major benefit to the market as it offers the convenience of linerless label printing and receipt printing all in one device."

Mr. Bart C. Shuldman, Chairman, President and CEO of TransAct Technologies said, "The launch of our new Ithaca® L/R 8000 high-speed thermal printer is an enormous opportunity for TransAct. It opens a new vertical market, allowing us to reach new customers while also providing existing customers with a new solution. Our strategy has always been to lead with technology, by designing and developing printers that answer our customers' needs. This printer does just that by combining the ability to print labels using linerless paper and also allowing the end user to utilize it as a receipt printer."

Leveraging a deep understanding of the end-user market, TransAct's newest printing solution, the Ithaca® L/R 8000 thermal printer, prints on linerless label papers, while still accepting traditional thermal paper stock, combining the label and receipt function into one device. This innovation allows end-users to standardize on one printer for all applications, minimizing service, supplies, and training issues. Linerless labels provide the added environmentally-friendly benefit of reducing paper waste by printing labels without the need for the coated paper backing. Standard features of the printer include a spill-resistant cabinet design, internal protected power supply, vertically mounted PC board, and fast 8-inches per second printing.

About TransAct Technologies Incorporated

TransAct (Nasdaq: TACT - News) designs, develops, manufactures and markets transaction-based printers under the Ithaca® name. 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 banking, 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 <http://www.transact-tech.com>.

Contacts: Steven DeMartino, Chief Financial Officer, 203-269-1198 Ext. 6059 or David Pasquale, 646-536-7006, or Denise Roche, 646-536-7008, both with The Ruth Group

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", "project" 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; introduction of new products into the marketplace by competitors; successful product development; dependence on significant customers; dependence on significant vendors; 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 and Latin America; 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.