



Technologies Incorporated

October 18, 2013

TransAct Technologies Announces Ohio Appeals Court's Denial of Avery Dennison's Request for Preliminary Injunction

HAMDEN, Conn. & WARREN, Ohio--(BUSINESS WIRE)-- TransAct Technologies Incorporated (Nasdaq: TACT) ("the Company"), a global leader in market-specific solutions, including printers, terminals, software and other products for transaction-based and other industries, announced today that the Court of Appeals for the Eleventh Appellate District in Lake County, Ohio, has affirmed the November 2012 judgment of the Lake County Court of Common Pleas in TransAct's favor. The earlier Lake County Court of Common Pleas judgment denied Avery Dennison Corporation's request for a preliminary injunction against TransAct for alleged misappropriation of Avery Dennison trade secrets in connection with the design of the Company's food safety terminals.

Bart Shuldman, Chairman and Chief Executive Office of TransAct, commented, "We are very pleased that the Court of Appeals ruled in TransAct's favor, confirming our position that Avery Dennison's claims are wholly without merit. We remain highly confident in the strengths and value of our intellectual property portfolio, which is the result of the development work of our engineering team and which forms the foundation for our innovative solutions that address specific opportunities across multiple industries. As such, TransAct is always willing to compete for market share based on the competitive strengths of our products and solutions.

"Our innovative Ithaca® 9700 food safety terminal continues to lead the way in addressing the technology needs of a wide variety of restaurant and food service operators around the world and is being embraced as the preferred food safety solution. The number of potential sales opportunities for the Ithaca 9700 continues to grow, and we look forward to working closely with an increasing number of restaurant and food service operators to bring this unique solution to market."

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, 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 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 China; 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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