



Technologies Incorporated

August 7, 2013

TransAct Technologies' Epicentral® Promotion and Bonusing System Goes Live on All 523 Slots at BlueWater Resort & Casino in Parker, AZ

- Leading Real-Time Marketing Solution Now Live in Four Casinos -

HAMDEN, Conn. & PARKER, Ariz.--(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 the successful installation of its industry-leading Epicentral® Print System on 523 games at BlueWater Resort & Casino in Parker, Arizona. With this installation, *Epicentral* is now live at four casinos on a total of over 5,000 slot machines.

Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies, commented, "The recent introduction of the *Epicentral* Print System at BlueWater Resort & Casino marks our fourth successful installation of this advanced promotion and bonusing system. With each installation, *Epicentral* is proving to be a powerful tool for casino operators to drive increased visitation from their highest rated players while catalyzing new enrollment in loyalty programs and additional play, leading to higher revenue and solid investment returns for our customers. BlueWater Resort & Casino understands the value of providing their guests with great gaming entertainment and rewarding experiences. The addition of BlueWater Casino's branded 'Epic Rewards' promotional program, through the deployment of *Epicentral*, to their THEclub player loyalty program will enable them to run enhanced, personalized promotions right at the gaming machine and fully realize the economic benefits that *Epicentral* brings to their operations."

"We are excited to offer yet another enhancement to our players' casino experience through targeted promotions made possible by the *Epicentral* Print System," said Art Navarro, General Manager of BlueWater Resort & Casino. "The system gives our marketing personnel tremendous flexibility to create effective promotions and valuable coupons in real-time so that we can ensure our customers receive the most rewarding experience possible from their visit. Our employees are excited by the possibilities that *Epicentral* brings to our business and our guests will be the prime beneficiaries of that increased excitement."

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 for distribution to customers on a real-time basis at a slot machine via the *Epicentral* technology. The system works with existing slot systems and games as it operates with a separate and distinct connection with the printer. As a result, casinos can deploy 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.

BlueWater Resort & Casino, the first casino in the Southwest to install *Epicentral*, is currently using the system to provide players with a variety of customized promotions. Additionally, TransAct's installation team seamlessly integrated *Epicentral* with the casino's slot management system, allowing marketing and other personnel at the property to monitor player activity in real-time and to adjust their promotions accordingly.

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.

About BlueWater Resort & Casino

On the shores of the Colorado River in Parker, AZ, BlueWater Resort & Casino is the entertainment capital of western Arizona. BlueWater offers a wide range of slot machines, table games, poker and bingo, 200 deluxe rooms and suites (all with stunning river and mountain views), live entertainment, major concerts and fine dining. And, with an over 100-slip marina, movie theater, RV Park and arcade, BlueWater truly has something for everyone! Please visit <http://www.bluewaterfun.com> for more information.

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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Source: TransAct Technologies Incorporated

News Provided by Acquire Media