

## TransAct Brings the Power of Epicentral® to Center Stage at ICE Totally Gaming 2014

### - "The Results are In" for Proven Epicentral Promotion and Bonusing System Highlighting TransAct's Gaming Solutions on Display at ICE Tradeshow -

HAMDEN, Conn. & LONDON--(BUSINESS WIRE)-- TransAct Technologies Incorporated (Nasdaq:TACT) ("TransAct"), a global leader in market-specific solutions, including printers, terminals, software and other products for transaction-based and other industries, will demonstrate the proven benefits of its Epicentral® promotions and bonusing software system at ICE Totally Gaming 2014 from February 4-6, 2014 at the ExCel Center in London, England. Appearing in conjunction with Eurocoin, the Company's European distribution partner, TransAct will also showcase a full suite of industry-leading, award-winning printers - including the Epic 950® - and couponing and bonusing systems for the gaming industry as well as its Ithaca® 9000 3-in-1 custom receipt printer at Stand N5-120.

Epicentral is the industry's only enterprise-level promotion and bonusing software system, enabling the real-time delivery of targeted promotions and coupons directly to slot machines and electronic table games across the slot floor. Designed for use with the Company's award-winning Epic 950 ticket printer and a ServerPort™ device installed in the gaming device, Epicentra connects with all existing slot systems, slot machines and electronic table games, regardless of manufacturer. This comprehensive solution allows casinos to quickly and 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.

With seven installations across 10 sites and over 10,000 gaming machines, Epicentral is delivering proven performance and demonstrating its value on a daily basis. Various customers that have deployed Epicentral have reported 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.

"Epicentral is a first-of-its-kind enterprise solution that has clearly become a key component of our customers' marketing programs and we are excited to showcase this powerful promotion and bonusing print system at ICE Totally Gaming 2014," said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "Reflecting the encouraging performance metrics to date, Epicentral is generating increasing interest from numerous casino operators including from many throughout Europe. Players respond to targeted promotions and Epicentral's ability to quickly, easily and effectively deliver these promotions directly to the player at the slot machine is an industry unique benefit. And operators can appreciate the value proposition of a real-time promotion system that can double ADT and drive a 30% increase in new player enrollment in their loyalty programs, all without a time-consuming visit to each machine for setup and configuration."

In addition to Epicentral, TransAct will also feature at ICE Totally Gaming 2014 a diverse array of its award-winning printing systems for gaming devices and self-service kiosks, including:

- **Epic 950®** - Installed on over 500,000 slot machines worldwide and fully compatible with Epicentral and ServerPort, the award-winning Epic 950's proven reliability makes it the ticket-in/ticket-out ("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 eliminate player/ticket interference.
- **Epic 880®** - A compact printer for all types of gaming machines (including amusement with prizes, skill with prizes and video lottery terminals), the Epic 880 features a modular design that is configurable to nearly any space, a variable length ticket presenter and ticket retract capability. It also offers auto paper loading and can accommodate 4-inch or 6-inch paper rolls.
- **Epic 430®** - With an easy-to-configure modular design, the Epic 430 is ideal for casino operators' customer self-service kiosks. The printer features variable length tickets with graphics and coupons capabilities, quick paper roll changes, a fast print speed and an array of standard paper sensors.

TransAct will also feature the Ithaca 9000, a highly versatile, thermal "desk-top" cabinetized device that outputs both receipts and labels from a single printer. Featuring the industry's fastest print speed at up to 12 inches per second, the Ithaca 9000 has a space-saving internal power supply and can accommodate a large diameter paper roll.

Mr. Shuldman added, "Our showcase of Epicentral, our line of Epic casino and gaming printers and the Ithaca 9000 at ICE Totally Gaming 2014 is a clear demonstration of TransAct's long-term commitment to continuous investment in technology and innovation. Our TITO casino printing solutions provide operators with the industry's most reliable solution that enables them to operate efficiently and deliver guests an uninterrupted experience. Epic 950 installations go hand-in-hand with Epicentral and our growing worldwide distribution network is helping to drive sales of this favored printing solution. We look forward to seeing ICE attendees in London and to demonstrating our industry-leading solutions."

For more information about the Epicentral print system, the Company's Epic series of gaming device printers and its Ithaca 9000, please visit <http://www.transact-tech.com>.

### **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.

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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 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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