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TransAct to Demonstrate the Power of Epicentral and the All-New Epic Edge Gaming Device Printer at SG EMPOWER

HAMDEN, Conn.--(BUSINESS WIRE)-- TransAct Technologies Incorporated (Nasdaq: TACT) ("TransAct" or "the Company"), a global leader in software-driven technology and printing solutions for high-growth markets, announced today that the Company is continuing its ongoing relationship with Scientific Games (Nasdaq: SGMS) through the sponsorship of SG EMPOWER for the seventh consecutive year. To be held March 7-9, 2017 at Planet Hollywood in Las Vegas, Scientific Games' flagship user conference will also include an opportunity for TransAct to demonstrate for Bally system users its Epicentral promotion and bonusing print system, the new Epicentral SE system edition and the all-new Epic Edge gaming device ticket printer.

"As a long-time Scientific Games partner, SG EMPOWER provides TransAct with an opportunity to demonstrate for the Bally user community how our value-added technology and print solutions can improve their casino operations and help grow their revenues," said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "We both appreciate the power of a printed coupon to capture players' attention in real-time and TransAct is excited to show off the continued evolution of our Epicentral promotion and bonusing solution, including a systems edition that will unlock the power of an upcoming version of the Bally CMP™ program, allowing operators to create promotional programs and deliver offers to players via a printed coupon. Furthermore, as the clear leader in the casino, gaming and lottery printer market, we believe the high-resolution print capabilities offered by our new Epic Edge combine nicely with Epicentral to deliver high quality printed tickets and bar codes that will help users enhance their operations, improving bill validator performance and coupon and promotion design."

TransAct's Epicentral SE systems version was designed to enable the new coupon printing capabilities featured in the upcoming version of Bally's industry-leading CMP™ casino management system expected to debut in 2017. Epicentral SE will allow casino marketing teams to create promotional programs available to players via a printed coupon by leveraging its powerful API (Application Program Interface) as well as several unique Epicentral software modules: Design Center, Print Manager and System Center.

Epicentral is the casino industry's only enterprise-level solution which enables the real-time direct delivery of targeted coupons and bonuses to players at the slot machine or electronic table game. Casinos that have implemented Epicentral have seen consistent strength in their floor performance, reporting a 60% increase in new player club registrations, an 87% bounce back redemption rate, a 14% increase on time-on-device, a 100% increase in lower-tier Average Daily Theo ("ADT"), a 46% increase in slot handle and a 37% increase in weekday afternoon play. The latest v3.8 version of Epicentral allows operators to run multiple promotions at the same time, create games within games, offer multi-user/multi-site promotions, run different promotions on different slot game banks, segment players by tier and promote to different levels of uncarded players. It also allows for the ability to redeem, print or reprint bonuses at multiple locations as well as an enhanced user interface and more reporting options.

TransAct will also demonstrate at SG EMPOWER its next-generation Epic Edge casino and gaming ticket printer. Building on the proven performance of the industry-leading Epic 950, the Epic Edge brings to casinos a host of advances that will further extend TransAct's industry leadership. The Epic Edge is the first ticket-in/ticket out ("TITO") printer to offer 300 dpi print resolution, a 50% improvement over current printers, which allows for razor sharp barcodes that help to improve bill validator acceptance and reduce attendant calls while allowing for clearer text and more attractive coupon artwork which enhance Epicentral implementations. It also introduces an adjustable ticket bucket that will allow casino and gaming operators to use smaller tickets to save money and reduce paper usage in concert with ecologic and environmental programs being implemented by casinos. As a drop-in replacement for the Epic 950, casino operators can also run both the Epic Edge and Epic 950 side-by-side.

Key features for the new Epic Edge include:

- | Single outer chassis with Serial, USB and Netplex ports to allow the printer to work with any machine type
- | Hot swap capability to eliminate game downtime
- | Two high-speed interfaces for firmware and graphics updates: USB and Micro SD
- | Upgraded ServerPort™ connection

| Rugged metal chassis design

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

About TransAct Technologies Incorporated

TransAct Technologies Incorporated is a global leader in developing software-driven technology and printing solutions for high-growth markets including food safety, POS automation, casino and gaming, lottery, mobile and oil and gas. The Company's solutions are designed from the ground up based on customer requirements and are sold under the AccuDate™, EPICENTRAL®, Epic®, Ithaca®, RESPONDER and Printrex® brands. TransAct has over 3.0 million printers and terminals installed around the world and is committed to providing world-class service, spare parts and accessories to support its installed product base. Through the TransAct Services Group, the Company also provides customers with a complete range of supplies and consumable items both online at <http://www.transactsupplies.com> and through its direct sales team. 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 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; the risk that our new line of food safety and oil and gas products will not drive increased adoption by customers; and other risk factors detailed in TransAct's Annual Report on Form 10-K and other 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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Investors:

TransAct Technologies Incorporated
Steve DeMartino, 203-859-6810
President and Chief Financial Officer

or

JCIR

Richard Land, Joseph Jaffoni, Jim Leahy
212-835-8500

tact@jcir.com

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