

TRANSACT

Technologies Incorporated

September 26, 2014

Hippodrome Casino's John Strydom to Offer Insights on TransAct's Epicentral Solution at 2014 Global Gaming Expo

- Speaking at Booth #2616 on September 30 at Noon and 4:00 p.m. PT -

HAMDEN, Conn. & LAS VEGAS--(BUSINESS WIRE)-- TransAct Technologies Incorporated (Nasdaq: TACT) ("TransAct" or "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 current and prospective customers, media, investment professionals and other visitors to the Company's booth (#2616) at next week's Global Gaming Expo (G2E®) will have a unique opportunity to hear from John Strydom of London's Hippodrome Casino, to "Ask Him How" TransAct's Epicentral promotion and bonusing solution is meaningfully benefitting the property's gaming operations:

DATE/TIME: Tuesday, September 30, Noon and 4:00 p.m. PT

WHO: John Strydom, Hippodrome Casino

WHAT: Mr. Strydom will share his first hand perspective on the value TransAct's Epicentral promotion and bonusing solution is bringing to player engagement and casino operations

WHERE: G2E, Sands Convention & Expo Center, TransAct Technologies Booth (#2616)

PREVIEW

Since implementing Epicentral in September 2013 across its entire floor of 144 electronic gaming machines, Hippodrome Casino has benefitted from the power of real-time, targeted bonusing directly at the gaming device, including: a 60% increase in players club registrations; a 37% increase in weekday afternoon slot handle; a 34% increase in the number of returning players; an 86% increase in points earned from both existing and new players club registrations; and, a 14% increase in average player time on device. These tangible improvements in their ongoing operations have allowed Hippodrome to drive increased traffic, grow their base of carded players and ultimately grow revenue.

"We are eagerly awaiting G2E 2014 as this year's show will give the entire TransAct team a chance to clearly demonstrate the operational benefits of our Epicentral system based on real world performance data from a range of installations. Having invited attendees to 'Ask us How' Epicentral customers are achieving incredible improvements in their business, we are excited to welcome John Strydom of Hippodrome Casino to speak directly to the difference Epicentral has made in his business," said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "Attendees will have the chance to interact with one of Epicentral's power users who has harnessed the system's capabilities to radically change his marketing efforts and drive improved financial performance. We believe John's experience is a powerful endorsement in today's casino industry environment and are thrilled that he will join us on Tuesday afternoon on the G2E show floor."

Deployed in conjunction with both the Company's ServerPort™ and Epic950 ticket printer installed in each gaming device, Epicentral easily connects to all slot machines and electronic table games, regardless of manufacturer, providing unmatched flexibility and allowing operators to address their entire floor with a single solution. Casino marketing teams can easily design and run many floor-wide promotions targeting different customers all at the same time, at the click of a button.

For more information about the Epicentral print system and the Company's Epic series of gaming device printers, 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, 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®, RESPONDER, Epic, EPICENTRAL® and Printrex® product brands. TransAct distributes its printers and terminals through OEMs, value-added resellers, selected distributors, and direct to end-users. TransAct has over 2.5 million printers and

terminals 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 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; 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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