



Technologies Incorporated

September 23, 2013

TransAct Signs Contract with Little River Casino Resort to Install Epicentral® Promotion and Bonusing System

- Epicentral to be Implemented Across Entire 1,650 Unit Slot Floor -

HAMDEN, Conn. & MANISTEE, Minn.--(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 that it has entered into an agreement with the Little River Casino Resort in Manistee, Michigan, to install the Company's Epicentral® promotion and bonusing system on all of the casino's 1,650 slot machines. Representing the Company's eighth Epicentral contract, the system is expected to go live at Little River Casino Resort later this year.

The Epicentral Print System is currently live at five casinos, delivering customized promotions and coupons directly to casino patrons on over 5,000 slot machines and electronic gaming devices worldwide. Including the Little River Casino Resort, TransAct expects to bring three more casinos online before the end of 2013, expanding the Company's total base of Epicentral-enabled electronic gaming devices to approximately 10,000 units worldwide.

Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies, commented, "Recognition for our innovative Epicentral Print System is gaining momentum with casino operators worldwide as they recognize the benefits of an easy-to-use software system that helps casinos increase revenue through more frequent visitation from their carded and uncarded customers, increased new loyalty program enrollment, more time on device and higher levels of play. We are excited to sign an installation contract with Little River Casino Resort that further expands our footprint of Epicentral-enabled slot machines. We look forward to working with their technology and marketing teams to bring Epicentral live over the coming months."

"The addition of Epicentral represents a key step towards further improving the effectiveness of our marketing efforts as the system allows us to interact directly with our customers on a real-time basis," said Wendell Long, General Manager of Little River Casino Resort. "We continually look for ways to provide our customers with a fun, engaging gaming entertainment experience and we believe Epicentral will help do all those things, further establishing Little River as a gaming destination of choice for customers across the region."

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. The system works with existing slot systems and games as it operates with a separate and distinct connection to TransAct's Epic 950 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.

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 Little River Casino Resort

Located at the corner of US31 and M22 in Manistee, Michigan, Little River Casino Resort is one of Michigan's premier gaming

destinations. Little River offers the finest in casino action with over 1,500 slot machines and table games. Guests can stay in one of nearly 300 deluxe hotel rooms, catch a headliner show in the 1,600 seat entertainment center, or experience a wonderful dining experience in any of three restaurants. Opened in 1999, Little River Casino Resort is an enterprise of the Little River Band of Ottawa Indians and is the largest employer in Manistee County. For more information call 1-888-568-2244 or visit www.lrcr.com, www.facebook.com/littlerivercasino and via Twitter [@LittleRiverFun](https://twitter.com/LittleRiverFun).

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