



Technologies Incorporated

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TransAct's Epicentral® Casino Promotions and Bonusing Solution Headline Company's Industry Leading Product Lineup At G2E® Asia 2015

- Company to Demonstrate the Proven Performance of Epicentral® -

- Full Range of Industry-Leading Epic Printers on Display -

HAMDEN, Conn.--(BUSINESS WIRE)-- TransAct Technologies Incorporated (Nasdaq: TACT) ("the Company" or "TransAct"), a global leader in market-specific solutions, including printers, terminals, software and other products for transaction-based and other industries, will demonstrate that Epicentral® is "The Leader in Real-Time Bonusing" at the Global Gaming Expo Asia 2015 ("G2E® Asia"). The Company's industry-leading promotions and bonusing print system will join its award-winning line of Epic® printers for slot machines, gaming devices and customer self-service kiosks at Booth #639 at The Venetian Macao from May 19-21, 2015, in Macau, China.

The revolutionary Epicentral promotion and bonusing software suite from TransAct is the 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. In use across more than 10,500 gaming machines at 11 casinos worldwide in conjunction TransAct's ServerPort™ and Epic 950 ticket printer which are installed in each gaming device, Epicentral works with all existing slot management systems, slot machines and electronic table games, regardless of manufacturer. Providing casino marketing and operations teams with unmatched flexibility, Epicentral allows them to easily design and run floor-wide promotions at the click of a button, eliminating the need for a visit to the gaming machine and vastly simplifying the process of attracting, rewarding and retaining players.

"Epicentral is a game-changing solution for casino operators as they work to improve and grow their businesses in what has become an extremely competitive industry environment," said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "We are excited to be back at G2E Asia to again demonstrate the ability of Epicentral to drive meaningful performance improvements across the casino floor, resulting in a strong return on investment. As operators in Macau move forward with a greater emphasis on mass play, Epicentral's ability to easily provide real-time coupons and bonuses makes it an ideal solution to help operators adapt to changing market dynamics and preferences. We believe operators in Macau can benefit from the strong floor performance current Epicentral customers continue to report, including a 37% increase in weekday afternoon slot handle and a doubling of lower-tier player average daily theoretical, and momentum for the solution is building as more casinos worldwide understand the clear value proposition of the system's real-time promotional delivery capabilities."

Epicentral has delivered proven, meaningful performance since its introduction, enhancing casino marketing operations along with the player experience. Customers deploying Epicentral have reported a 60% increase in new player enrollment in their loyalty programs, a 46% average increase in slot handle the evening of a coupon-drawing promotion, a 34% increase in the number of returning players, an 87% redemption rate of coupons that encourage mid-week visits, an 86% increase in points earned by players club members, and a 14% increase in average player time on device.

Thanks to an easy-to-use, intuitive graphical interface, Epicentral makes the process of creating coupon-based marketing programs simple. Casino marketing and operations teams can easily execute floor-wide promotions using a wide variety of criteria, including uncarded player time on machine, coin in, carded player data, rated player data, earned rewards and randomly awarded prizes.

Mr. Shuldman added, "Our award-winning Epic casino and gaming printers join Epicentral in clearly demonstrating to customers worldwide TransAct's unwavering commitment to ongoing investments in technology and innovation. We are bringing our full lineup of Epic printers to G2E Asia 2015 and are eager to show customers how these devices provide them with the reliability they count on as they seek to improve the efficiency of their operations and provide guests with an uninterrupted experience. In particular, our Epic 950 continues to gain share in Asia and is a key component of our efforts to expand the number of Epicentral deployments worldwide."

TransAct will also display at G2E Asia 2015 its diverse array of award-winning printing systems for gaming devices and self-service kiosks, including:

- **Epic 950®** - Installed on over 500,000 slot machines worldwide, the proven reliability of TransAct's award-winning Epic

950 printer has made it the ticket-in/ticket-out ("TITO") casino printing solution of choice. Easily integrated into all game types both old and new, the Epic 950's full compatibility with Epicentral provides for the real-time delivery of eye-catching personalized promotions and bonus offers directly to players at the gaming machine. Furthermore, its TicketBurst™ technology easily eliminates 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.

For more information about the Epicentral print system and the Company's line of Epic 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, and medical and mobile. TransAct printers and products are designed from the ground up based on market-specific requirements and are sold under the AccuDate®, 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 2.7 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 products. 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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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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