



TransAct Technologies Launches First EPICENTRAL(TM) Print System at Nisqually Red Wind Casino in Olympia, WA

Casino Names Marketing Program Windfall

HAMDEN, Conn., Feb. 9, 2012 (GLOBE NEWSWIRE) -- TransAct Technologies Incorporated (Nasdaq:TACT), a global leader in market-specific printers for transaction-based industries, is pleased to announce the first formal launch of its new EPICENTRAL™ Print System for all 975 slot machines at Nisqually Red Wind Casino in Olympia, Washington. This innovative new software solution is the first of its kind in casino marketing, allowing casinos to enhance their connection with patrons by delivering targeted, real-time, printed promotional coupons and other messages to slot machine patrons while playing.

"We are very pleased to have successfully launched the EPICENTRAL™ Print System at Nisqually Red Wind Casino and to debut this revolutionary system to casino patrons," commented Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "This is the first real-time marketing to a slot patron to be done on the casino floor, allowing Nisqually Red Wind Casino to directly and effectively target gaming patrons at the slots with precise marketing initiatives and bonusing programs that will resonate specifically with that guest. We are especially pleased that Nisqually Red Wind Casino decided to utilize all aspects of the EPICENTRAL™ Print System, including Mobile Host. We now look forward to implementing our EPICENTRAL™ Print System with additional casinos to drive more play, increase revenue and improve customer loyalty for our casino partners."

With the launch of the EPICENTRAL™ Print System, Nisqually Red Wind Casino will be the first to have the ability to provide players with slot-play prizes to keep their guest experience fresh and unique. Nisqually Red Wind Casino has branded its marketing program Windfall, and it will be supported by a significant print and media campaign in the Pacific Northwest to educate consumers on the opportunity to win valuable prizes right at the slot machine. In addition, the EPICENTRAL™ Print System was seamlessly combined with Red Wind's Bally One System.

"The addition of the EPICENTRAL™ Print System has tested very well with our patrons and our marketing team, allowing patrons to take advantage of targeted promotions that drive additional revenue at our property," stated Quinton Boshoff, Nisqually Red Wind Casino's General Manager. "The addition of the EPICENTRAL™ Print System is the catalyst for our new promotion called Windfall and presents a significant opportunity to deliver even greater value to our guests. We believe it will be important in driving customer loyalty and gaining a competitive edge in the market and have begun a major marketing campaign to promote it."

Key Features of EPICENTRAL™

EPICENTRAL™ Coupon Layout Generator

The process starts with the EPICENTRAL™ Coupon Layout Generator which allows the casino's marketing team to easily design and save any number of coupons or promotions to be used later on the slot floor. The system enables the user to import logos or other graphics onto the coupon and to create and embed common barcode types, which enables casinos to track who is using their coupons and the effectiveness of these new marketing programs.

The EPICENTRAL Campaign Center™

The EPICENTRAL Campaign Center™ gives casino operators the ability to fully automate the use of the EPICENTRAL™ system across the casino floor. Casino operators will now be able to create specific rules utilizing their gaming, retail and hotel data as well as real-time casino play to determine when to print a particular coupon, all scheduled in a user-friendly application. This provides the casino with the ability to create promotional campaigns out as far in advance as they choose and run automatically over any specified length of time. Not only can the casino personalize the individual coupons they wish to create by connecting real-time to both gaming and non-gaming systems, but now they can also choose the time of day, week or year, plus the specific conditions when a coupon is to be issued to a particular player. This opens up a whole new world of one-to-one marketing possibilities.

EPICENTRAL Mobile Host™

The enhanced EPICENTRAL Mobile Host™ allows casino hosts to walk through the casino with an iPad or Smartphone and

give coupons directly to players on the casino floor by connecting the smart device using wireless technology either to the EPICENTRAL™ Server Manager or directly to TransAct's ServerPort™ device located in the slot machine. This provides the casino host or marketing representative the convenience of being able to service the customer on the casino floor, thus providing a more personal experience for the player. In addition, with the EPICENTRAL Mobile Host™, the casino host can enroll a player in an upcoming slot tournament, offer an uncarded player an incentive to sign up for a player card, or devise an abundant number of ways in order to promote to the player.

EPICENTRAL™ Server Manager

Once these coupons or promotions are created and saved, they are sent to the EPICENTRAL™ Server Manager. At this point, the casino decides to which individual slot machine or group of slot machines these coupons or promotions should be sent.

The EPICENTRAL™ Server Manager will be loaded with the location or IP address of every slot machine on the casino floor, allowing the ability of targeted or blanket messages to occur.

The EPICENTRAL™ Print System logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=11607>

TransAct ServerPort™

Once completed, the coupons are sent to individual or multiple slot machines by communicating directly to TransAct's ServerPort™ device using TCP/IP technology. TransAct's ServerPort™ device holds the IP address instead of the printer - as the device is mounted inside the slot machine. This feature is an advantage for the casinos as it eliminates any new programming or resetting of the IP address if the printer is removed or changed, allowing casinos to tie the IP address to the slot machine.

About TransAct Technologies Incorporated

TransAct Technologies Incorporated (Nasdaq:TACT) is a leader in developing and manufacturing market-specific printers for transaction-based and other industries. These industries include casino, gaming, lottery, banking, kiosks, point-of-sale, 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 are designed from the ground up based on market specific requirements and are sold under the Ithaca®, Epic and Printrex® product brands. TransAct distributes its printers through OEMs, value-added resellers, selected distributors, and direct to end-users. TransAct has over two million printers installed around the world. TransAct is committed to world-class printer service, spare parts and accessories required by a growing worldwide installed base of printers. Beyond printers, TransAct is a leader in providing printing supplies to the full transaction printer market. Through its TransAct Services Group, TransAct provides a complete range of supplies and consumables 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.

The TransAct Technologies, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=10061>

About Red Wind Casino

Nisqually Red Wind Casino is located 15 minutes east of Olympia, and is owned by the Nisqually Indian Tribe of southern Washington. Its 95,000 square-foot facility features three restaurants, 975 slot machines and a wide assortment of 22 table games and live Keno. For more information, visit www.redwindcasino.com.

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