



For TransAct Technologies' EPICENTRAL(TM) Print System, "Now It's Personal" at G2E

HAMDEN, Conn., Oct. 4, 2011 (GLOBE NEWSWIRE) -- TransAct Technologies Incorporated (Nasdaq:TACT), a global leader in market-specific printers for transaction-based industries, today announced that things are getting "personal" with new capabilities and modules for its EPICENTRAL™ Print System that is being introduced today at the Global Gaming Exhibition (G2E) in Las Vegas. These new features allow unprecedented personalization of promotional coupons generated through TransAct's Epic 950® printer within any manufacturer's slot machine on the floors of today's or tomorrow's casinos. EPICENTRAL™'s Print System one-to-one marketing capabilities provide casino operators an enterprise-wide solution, declaring: "Now It's Personal."

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.

The EPICENTRAL Mobile Player™ gives casinos the ability to offer coupon choices to their players through a smartphone application. Whether integrated into a casino's existing mobile app or offered separately, TransAct's mobile app solution allows a player to receive promotional offers anywhere, such as sitting at the slot machine, eating in a casino restaurant, or at home. The EPICENTRAL Mobile Player™ app allows the casino to speak directly to their customer before, during or after a visit to their property. Offers can be sent to any level of customer through the mobile app to encourage a return visit to the property, to welcome them back or promote increased customer-spend while playing a slot machine or table game. And by offering multiple coupons or promotions, casinos allow players the opportunity to decide on what promotion they want.

Finally, as introduced last year, 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.

"Our goal is to make the EPICENTRAL™ Print System as easy as possible to use for casinos to utilize their player tracking data to create personalized promotions and coupons, and the introduction of these new modules does just that," said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. "We are excited to introduce these new modules to the EPICENTRAL™ Print System, which should only magnify the customer experience for casinos and ultimately lead to additional trips and increased play at the slot machines, while also providing the ability for incremental purchases of products or services throughout the casino property."

A fully functional version of the EPICENTRAL™ Print System and its new modules will be on display and available for demonstration, along with many other TransAct products, at the G2E Conference in Las Vegas, Nevada from October 4-6 at TransAct's exhibitor booth #3165. For supplementary material that discusses the EPICENTRAL™ Print System in further detail please visit TransAct's website at <http://www.transact-tech.com>.

About TransAct Technologies Incorporated

TransAct Technologies Incorporated (Nasdaq:TACT) is a leader in developing and manufacturing market-specific printers for transaction-based industries. These industries include casino, gaming, lottery, banking, kiosk and point-of-sale. 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® and Epic 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 and government 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 on TransAct, 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>

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, the Company's ability to successfully integrate the Printrex business with its existing operations, 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; introduction of new products into the marketplace by competitors; successful product development; dependence on significant customers; dependence on significant vendors; dependence on a sole source contractor manufacturer for the assembly of a large portion of our products in China; the ability to protect intellectual property; the ability to recruit and retain quality employees as the Company grows; dependence on third parties for sales outside the United States, including Australia, New Zealand, Europe, Latin America and Asia; 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; 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; and risks associated with potential future acquisitions. 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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