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Ithaca® 8000 Thermal Printer Produces “Sticky” Receipts & Labels in One

Transact Technologies Launches a New Category of Printer that Brings Benefits of Linerless Label Printing to POS

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WALLINGFORD, Conn.,— TransAct Technologies Incorporated (NASDAQ: TACT), the leading producer of transaction-based printers for customers worldwide, has introduced the new Ithaca® 8000 high-speed thermal printer. TransAct is bringing functionality and value directly to the point-of-sale (POS) and Automatic ID (Auto ID) markets by offering a dual purpose printer that allows both linerless label printing and customer receipt printing, creating a new category of printer. A sneak peek of the Ithaca® 8000 thermal printer was previewed recently at the National Restaurant Association Show and was well received by customers.

The “print it and stick it” capability of the Ithaca® 8000 is truly revolutionary. Receipts can easily adhere to virtually any item including sandwich wrappers, pizza boxes, take-out bags, DVD’s, books, dry cleaning, photo lab packaging and more. Store promotions and coupons can be printed on receipts and posted at home. This new technology provides endless applications in the food, hospitality and retail industries.

TransAct worked closely with a major fast food provider to design and test the Ithaca® 8000 to ensure it met the specific needs of food service applications. The printer can still accept traditional thermal paper stock, combining the label and receipt function into one device. This innovation allows end-users to standardize on one printer for all applications, minimizing service, supplies, and training issues. Linerless labels provide the added environmentally-friendly benefit of reducing paper waste by printing labels without the need for the coated paper backing.

“The Ithaca® 8000 high-speed thermal printer represents an enormous opportunity for TransAct,” said Bart Shuldman, chairman, president and CEO of TransAct Technologies. “It opens a new vertical market, allowing us to reach new customers while also providing existing customers with a new solution.”

“Although we have worked with food service operators in development of this product, we anticipate many other applications will evolve quickly” said Scott Carter, senior vice president of global POS and banking for TransAct Technologies. “Customers can now use one device to print either linerless labels that can be attached to product packages or standard receipts. This flexibility will be very attractive to a variety of markets. ”

The TransAct Ithaca® 8000 is the only printer designed to print on repositionable label stock, printing crisp, clear receipts and promotions with bold graphics and barcodes at substantially lower costs than a standard label printer. The conveniently small footprint, and extra large 4”

drop-in paper roll maximizes uptime. Standard features of the printer include a spill-resistant cabinetry design, internal protected power supply, and vertically mounted PC board.

The Ithaca[®] 8000 was designed to easily configure and integrate with most systems and is now available nationwide.

About TransAct

TransAct Technologies Incorporated (NASDAQ:TACT) is the leader in developing and manufacturing market-specific printers for transaction-based industries. These industries include gaming, lottery, banking and hospitality. Each individual market has distinct, critical requirements for printing and the transaction isn't 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 products through OEMs, value-added resellers, selected distributors, and direct to end-users. Transact has over two million printers installed around the world. TransAct has a strong focus on the after-market side of the business, with a high commitment to printer service, supplies and spare parts. Transact is headquartered in Wallingford, CT. For more information on Transact, visit www.transact-tech.com or call 203.859.6800.