



## **TransAct Appoints Tracey Chernay Senior Vice President, Sales And Marketing For POS And Banking**

*July 31, 2006*

TransAct Technologies Incorporated (NASDAQ: TACT), the leading producer of transaction-based printers for customers worldwide, today announced Tracey Chernay has been promoted to the position of Senior Vice President, Sales & Marketing for Point of Sale (POS) and Banking.

Chernay joined TransAct in May 2005 as Senior Vice President, Marketing. In addition to her marketing responsibilities, Chernay will now be responsible for leading and directing the domestic and international sales and marketing activities for the POS and Banking markets. This includes managing Inside Sales, Outside Sales and Distribution teams for POS and Banking.

"Tracey's many years of sales management experience have made her an invaluable member of my senior team and a tremendous asset to the company," states Bart Shuldman, Chairman, President and CEO of Transact. "I am confident that Tracey's background and proven sales leadership will help deliver tremendous results in the POS and Banking markets."

Since joining the company, Chernay has been successful in creating greater brand awareness of TransAct products with a strategic branding initiative that includes new positioning and logos and the development of a new website scheduled to launch in August. She has also been instrumental in the product management and successful launch of TransAct's Ithaca 8000 at NRA 2006 and the Epic 430 at ICE 2006.

Prior to joining TransAct, Chernay was the Worldwide Manager of Production Color Marketing and managed the Xerox Greater Pennsylvania/Delaware Valley Sales Operation Unit as Manager of Sales Operations.

### **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, and selected distributors. 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](http://www.transact-tech.com) or call 203.859.6800.