

Epicentral®

The **award-winning** software system that prints targeted promotions right at the slot machine

TRANSACT TECHNOLOGIES' EPICENTRAL® PRINT SYSTEM SELECTED AS TOP TEN SLOT FLOOR PRODUCT FOR 2012 BY CASINO ENTERPRISE MANAGEMENT



HAMDEN, CT – March 29, 2012 – TransAct Technologies Incorporated (NASDAQ: TACT), a global leader in market-specific printers for transaction-based and other industries, is pleased to announce that its EPICENTRAL® Print System has been selected as one of the Top Ten slot floor products for 2012 in the sixth annual Casino Enterprise Management magazine Slot Floor Technology Awards. An article featuring the EPICENTRAL® Print System will be published in the May 2012 issue of Casino Enterprise Management, the leading gaming industry trade publication and the “Official Publication” of the Association of Gaming Equipment Manufacturers (AGEM).

The EPICENTRAL® Print System was selected for the honor by an expert panel of judges throughout the casino industry who are well versed in the latest slot floor technologies.

“We are gratified by having the EPICENTRAL® Print System honored by Casino Enterprise Management as one of the Top Ten slot floor products for 2012,” said Bart C. Shuldman, Chairman and Chief Executive Officer of TransAct Technologies. “The EPICENTRAL® Print System is already making an impact on the casino industry, as it enhances the customer experience while allowing for casinos to drive more play, increase revenue and improve their customer loyalty through delivering effective targeted, real-time, marketing initiatives and bonusing programs right at the slot machine. We are very proud that EPICENTRAL® is being recognized as one of the best new slot floor products in the industry, and look forward to having the System become a significant driver of TransAct’s business in the months and years to come.”

The new EPICENTRAL® Print System – connected directly to TransAct’s ServerPort™ device inside the slot machine – is an easy-to-use, cost-efficient software system that enables casinos to internally develop marketing programs and promotional coupons to be distributed to customers on a real-time basis at a slot machine. Additionally, the system works with all existing slot systems and games as it is separate and distinct from the slot system itself. Casinos will be able to use the EPICENTRAL® Print System to connect to all existing slot machines, regardless of the game’s manufacturer, extending marketing programs to communicate with and to reward their players – while they are playing.

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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, kiosk, 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.

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 contractor manufacturers 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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