

PRESS RELEASE

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**Omaha Steaks Beefs Up Sales With Bounce Back Coupons  
On Receipts Printed By The Ithaca POSjet® 1000 Printer**

Wallingford, CT - June 17, 2002 - TransAct Technologies Incorporated (NASDAQ: TACT), a leading producer of transaction-based printers, today announced that Omaha Steaks, a leading marketer of premium steaks and other gourmet foods, has installed the Ithaca brand POSjet® 1000 inkjet point-of-sale (POS) printer into all their retail locations nationwide. The printer produces two-color receipts with a special offer coupon at the bottom encouraging customers to visit the store again, thus turning the receipt into a direct marketing tool.

"Omaha Steaks has implemented a chain-wide marketing program that generates repeat business utilizing the unique color and couponing capabilities of the POSjet 1000. The result is increased sales - it's that simple," commented Jim Stetson, Senior Vice President of Worldwide Sales, TransAct Technologies. "We believe this represents the wave of the future for POS receipts."

Omaha Steaks has 80 retail locations across the U.S. offering their Midwestern beef and other products to local neighborhoods. Each store has a POSjet 1000 printer installed to produce customer receipts. Each receipt is printed with the Omaha Steak logo in red and a bounce back coupon at the bottom. "Bounce back" refers to promotions or coupons intended to bring customers back again.

"We update our promotions every three to four weeks," said Mary Mayberger, Director of Stores for Omaha Steaks. "The printed message may be a simple thank you along with a reason to come back. Whether it's a discount on gift shipping, or free burgers at your next visit, all the promotions motivate customers to visit us again. Holiday promotions are popular, with Memorial Day, Fourth of July and Father's Day being just some examples of special sales events

Each promotion is distributed to all the stores by the corporate office through a simple download. "The stores don't have to do anything special to their POS system to change to the next promotion." Mayberger continued, "They simply receive the new coupon during their nightly dial-up batch process. It is transparent to them. By managing the promotions centrally, we can ensure accuracy and consistency among all our locations."

Each promotion has a source code associated with it to allow tracking and measurement of the resulting sales. Mayberger indicated that Omaha Steaks saw almost an immediate payback when they installed the POSjet 1000 printers and started issuing coupons on the receipt.

The Ithaca POSjet 1000 printer was the first color inkjet printer developed for the POS market. Utilizing Hewlett-Packard's fast and quiet inkjet technology, it elevates receipts from a utilitarian role to that of marketing and customer retention tools. With four colors to choose from (black, red, blue and green), it provides retailers with the unique ability to print receipts with two-color attention-grabbing logos, graphics and special offers. Printing on low cost or recycled paper grades, the POSjet 1000 is a cost effective alternative to other advertising mediums.

- About TransAct:

TransAct designs, develops, manufactures and markets transaction-based printers under the *ITHACA*® and *MAGNETEC*® brand names. In addition, the company markets related consumables, spare parts and service. The Company's printers are used worldwide to provide receipts, tickets, coupons, register journals and other documents. The Company focuses on the following vertical markets: point-of-sale (POS), gaming and lottery, financial services and kiosk. All of TransAct's products are manufactured in ISO 9001 certified facilities. Visit [www.transact-tech.com](http://www.transact-tech.com) for more information.

About Omaha Steaks:

Omaha Steaks manufactures, markets and distributes a wide variety of premium steaks, red meats and other gourmet foods. These products are custom cut and packaged to serve the needs of various markets nationwide and overseas including foodservice, mail order, incentive, telesales, retail stores, licensed restaurants sales to specialty and food stores, and since 1990, interactive sales. Founded in 1917, the company is headquartered in Omaha, Nebraska. Visit [www.omahasteaks.com](http://www.omahasteaks.com) for more information.