

Contact:
Lisa Rhodes
The Atlantic Group
203/840-4984
rhodes@atlanticgroup.com

ITHACA'S NEW POSJET 1500 COLOR INKJET RECEIPT PRINTER

NOW VALIDATES, PRINTS CHECKS, TOO

Retailers who are looking for point-of-sale printers that validate forms and print checks may now take advantage of Ithaca's revolutionary color inkjet technology with the POSjet® 1500. Introduced at the Retail Systems 2001 Exposition, June 25-June 28, Chicago, IL, the new Ithaca POSjet® 1500 combines the business-building benefits of two-color, receipt and coupon printing with the convenience of easy-to-use validation and check printing functions.

In 2000, TransAct Technologies, Incorporated (NASDAQ: TACT), a leader in the transaction-printing industry with its Ithaca brand of printer products, developed the first inkjet printer that enables rich, clean, affordable and customizable multi-color point-of-sale printing. Enthusiastically received by the hospitality and retail industries, Ithaca's POSjet® 1000 has been installed in a number of leading national food service accounts as well as specialty retail operations.

The POSjet® 1500, the next generation transaction printer, meets the real-world needs of retailers who want the flexibility and impact afforded by color inkjet printing, along with a fast, cost-effective, user-friendly validation and check printer.

The POSjet® 1500 prints on forms that can be inserted in two different orientations – vertical and horizontal. Using standard or rotated print, the POSjet® 1500 can validate variable sized one ply forms (such as gift certificates, checks, etc.) or it can print the full front or back of a check. The new POSjet® 1500 offers the additional advantage of combining an auto cutter with a validation printer, enabling retailers to print duplicate receipt copies and to pre-print a logo or a header.

Ithaca's patent-pending validation design facilitates the validation and check printing functions, contributing to the POSjet® 1500's ease of use. LED displays indicate when to insert and remove forms. A patent-pending automatic paper loading system, Insta-Load®, reduces the downtime involved with changing paper rolls. And, at 12 lines per second, the POSjet® 1500 is 144% faster than the industry's leading impact printer. Yet, it is 75% quieter.

Designed to keep pace with the functional demands of the point-of-sale market, the POSjet's HP inkjet cartridges simply snap in and out, without mess or downtime, and print an average of 7 million characters, for high-volume, low-replacement usage. Cartridges are available in red, blue, green and black quick-drying ink, for custom color combinations on demand. Simply pick any two colors, and change them at any time.

TransAct's incorporation of HP's thermal inkjet technology in its transaction-based printers has dramatically increased the functionality and benefits of point-of-sale printing. "Receipts are now noticed, and used to generate repeat business and build customer retention," said Bart Shuldman, Chairman, President and CEO, TransAct Technologies. "The receipt printer has become a value-added business solution."

About TransAct:

TransAct designs, develops, manufactures and markets transaction-based printers and related products under the *ITHACA* and *MAGNETEC* brand names. 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. TransAct sells its products directly to end users, original equipment manufacturers, value-added resellers and selected distributors. All of TransAct's products are manufactured in ISO 9001 certified facilities. Visit www.transact-tech.com for more information.

#