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American TonerServ Brings Acclaimed Marketing Expert Onto Advisory Board

American TonerServ (OTCBB: ASVP) is pleased to announce the addition of acclaimed business writer, columnist, radio host, and sales "guru" Chuck Mache of Chuck Mache Communications to its Advisory Board. With over two decades of experience in building, leading, and managing sales teams, Mache has excelled in a variety of business sectors in regional, national, as well as international markets. His real-world breakthrough strategies will help to enhance American TonerServ's ("ATS") goal of providing end-customers with high quality, cost saving toner and service. His highly effective strategy is founded upon the simple but oft-overlooked premise that an objective evaluation and clearer understanding are necessary to develop an effective road map to achieving success "breakthroughs" (for more on the Mache model, visit the Chuck Mache Communications website at: www.chuckmache.com).

Mr. Mache's personal and business achievements are too numerous to list in their entirety here. Among just some of his ongoing projects, Chuck is a featured monthly expert on the top-rated Entrepreneur Magazine Radio Show hosted by Lee Mirabel in a segment on breakthrough achievement called "Chuck Talk," and also pens a biweekly column called "Chuck Talk" which is featured in the Northbay Business Journal, a multi-county San Francisco Bay Area business publication. Mache is also an author whose first book, "The Four Kinds of Sales People - Your Personal Path to Breakthrough Achievement" (www.thefourkindsofsalespeople.com) has recently been purchased by mega business publisher J. Wiley & Sons and a new edition will be re-released in hardback this June. He's an executive coach, consultant and speaker through his company Chuck Mache Communications, and his extensive list of satisfied clients and testimonials speak for itself.

Mr. Mache has served as a consultant to ATS since September 2006 for which he has been compensated in cash and stock options.

Says Mache of his new advisory role with American TonerServ, "Our philosophies are a perfect match as ATS is focused on helping their sales partners break through to their next level of selling and that's my area of expertise. With such compatible ideals, I'm confident that I will add value to their cause." Dan Brinker, CEO of American TonerServ, was equally upbeat about the incorporation of Mache's experience and talents into his company's business adding, "We at American TonerServ believe that we have developed an extremely effective solution to answer an overlooked demand in the current market. We have begun to implement this model in an efficient, dynamic way. It is our belief that Mr. Mache brings exactly the type of energy and expertise that will help us achieve our goals."

About American TonerServ:

American TonerServ Corporation has recently entered the public markets after more than a decade in operations providing a range of supplies and services for office equipment. The company's stated mission is to become the nation's leading distributor of compatible toner cartridges. American TonerServ (ATS) has assembled a strong management team and advisory group to provide experience and direction as the company looks to expand its existing nationwide service network, and to gain market share in this large but highly

fragmented compatible toner market. In July 2006 American TonerServ already completed what it anticipates to be the first of many acquisitions as it advances its expansion-minded business plan. For more details, visit the company website at: www.americantonerserv.com.

Safe Harbor Statement:

Except for historical information contained herein, the matters set forth above may be forward-looking statements that involve certain risks and uncertainties that could cause actual results to differ from those in the forward-looking statements. Words such as "anticipate," "believe," "estimate," "expect," "intend" and similar expressions, as they relate to the Company or its management, identify forward-looking statements. Such forward-looking statements are based on the current beliefs of management, as well as assumptions made by and information currently available to management. Actual results could differ materially from those contemplated by the forward-looking statements as a result of certain factors such as the level of business and consumer spending, the amount of sales of the Company's products, the competitive environment within the industry, the ability of the Company to continue to expand its operations, the level of costs incurred in connection with the Company's expansion efforts, economic conditions in the industry and the financial strength of the Company's customers and suppliers. The Company does not undertake any obligation to update such forward-looking statements. Investors are also directed to consider all other risks and uncertainties.

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