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## **American TonerServ Checks Out New Acquisitions**

MN1 Staff Report

SANTA ROSA, Calif. (Feb. 6, 2007) – The impending marriage of American TonerServ Corp. (ASVP:OTCBB) and Optima Technologies is, according to the two companies, a perfectly logical move.

Monday, the two companies announced that they had entered into a non-binding letter of intent that would allow American TonerServ to purchase certain assets of Optima, a printing business that has specialized in print management, printing supplies and repair service since 1987.

American TonerServ said that according to unaudited financials from Optima, the company generates about \$3.5 million in revenue annually.

“As part of the proposed acquisition, ATS intends to contract with the current Optima management team and continue to service Optima’s customers as they have been in the past,” the announcement about the LOI stated.

“We have been focused on expanding this segment of our business, due largely to what we believe are opportunities for consolidation and achieving greater efficiency in the market,” said American TonerServ president Dan Brinker. “Acquiring other companies in the compatible toner cartridge market has been one of our stated goals, and we are gratified to be able to announce this possible addition to our company.”

Optima was equally enthusiastic about the venture. “Our team was very impressed with the ATS business model and proven leadership team,” said Optima CEO and founder Steve Jensen. “We are excited about the prospect of joining the ATS team and are confident that our customers will continue to receive excellent service because of ATS and Optima’s commitment to exceptional quality and superior service.”

American TonerServ will pay about \$2,550,000 in cash and promissory notes, with a portion of that convertible into American TonerServ stock.

But Optima is not the only company American TonerServ is eyeballing. On Dec. 20, 2006, the company purchased a customer list from Brody Enterprises. The company also purchased the customer lists of Computech Print Solutions and Laser Cartridge Recharge Systems on July 5, 2006, and Aug. 26, 2006, respectively.

All three companies were distributors of toner cartridges, primarily in the business to business arena.