



March 20, 2007 – 9:22 AM EST

American TonerServ Brings in Additional Expertise

American TonerServ Corp. (OTCBB: ASVP) announced today that it has added a wealth of industry experience and expertise to its advisory board. The Company has brought in Bryan Thomas, the President and Chief Executive Officer of Thomas Reprographics, Inc., Gene Klein, the Chief Executive Officer of BarkerBlue Digital Imaging, Inc., and Rick Bosworth, President of ReproMAX, to advise the Company in connection with its ongoing efforts to achieve success through consolidation in the large but highly fragmented compatible toner market. All of these individuals have extensive experience in the reprographics industry, and are acutely familiar with the current market conditions and opportunities inherent in the present market.

According to Dan Brinker, CEO of American TonerServ, "We are very excited by the decision of these prominent industry leaders to assist us in our efforts. Given their vast experience and detailed knowledge of the industry, we see this as a vote of confidence that we are moving in the right direction. Their input and unique perspectives will be invaluable assets as we continue to develop our business."

Mr. Thomas, the President and Chief Executive Officer of Thomas Reprographics, has led his company through significant expansion in the nine years in his position. His company has made over twenty acquisitions during this time while maintaining a focus on organic growth. As a result, Thomas Reprographics has grown over 300% and is the second largest reprographics company in North America.

Mr. Bosworth has developed and successfully expanded profitable reprographic companies over a career spanning more than three decades, and for the past four years has led and grown ReproMAX, the world's largest reprographic network with over 250 participating companies throughout the United States, Canada and Western Europe.

Mr. Klein is the Chief Executive Officer of BarkerBlue Digital Imaging, Inc., a document management and print company servicing the San Francisco Bay Area and the first reprographics company in Northern California to successfully host an online blue print plan room for the Aluminum Extruders Council industry. Mr. Klein was instrumental in developing the technology into a system-wide standard within ReproMAX, which allowed the organization to become the first successful distribute-and-print network of building plans and specifications.

Each of these advisors is currently being compensated by stock option grants from the Company.

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 has assembled a strong management team and advisory group to provide experience and direction as the company looks to gain market share in this large but highly fragmented compatible toner market, and to expand its existing nationwide service network.