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American TonerServ Elects Steven R. Jensen to Board of Directors

CEO & Founder of Optima Technologies, LLC Brings Industry Expertise to ATS Board

American TonerServ Corp. (OTCBB: ASVP) announced today that Steven R. Jensen, CEO & Founder of Optima Technologies, LLC, joined its Board of Directors, effective August 8, 2007. Jensen's industry and management expertise will help guide the Company with its ongoing efforts to achieve success through consolidation in the large but highly fragmented printer supplies & services industry. Mr. Jensen has more than 20 years of experience in the industry, building and operating a successful company which provides print management solutions to middle market customers.

Dan Brinker, CEO of American TonerServ, stated, "Steve's background and expertise in providing true print management solutions to middle market customers is an excellent match with ATS' focus on the printer supplies & services industry. We look forward to Steve's unique perspective to add value at board level."

Steve Jensen, CEO and founder of Optima Technologies, stated, "I am excited to be joining the board of such a dynamic company. The ATS model, along with their proven leadership team, is exactly what the industry needs to break through to new growth levels as it matures."

Mr. Jensen founded Optima Technologies, LLC which has been engaged in the business of print management, printing supplies and repair service since 1987. Steve has more than three decades of experience in the Florida business community, and brings his unique perspective derived from building, managing and operating a print management company which has built relationships with middle market customers.

About American TonerServ:

American TonerServ Corp. ("ATS"), a publicly traded Delaware corporation (OTCBB: ASVP) is a disciplined consolidator in the highly fragmented printer supplies & services industry. It's looking to acquire and unite independent businesses focused on delivering printer supplies and service to end-customers. ATS offers thousands of customers a one-stop shop for their print management needs by providing equipment, supplies and service for printers, multi-function printers (MFPs), copiers and fax machines.

ATS has developed a very attractive and scalable platform for the estimated 5,000 independent companies providing printer equipment, supplies and service nationwide. In addition to providing the critical back-office component to these companies, sharing "best practices" and creating a "community" atmosphere of the acquired companies is an attractive attribute of their model.

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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