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## **American TonerServ Engages After Market Support, LLC to Pilot Its Passage Toward NASDAQ Listing, Liquidity and an Institutional Audience**

American TonerServ Corp. (OTCBB: ASVP) (or the "Company"), a consolidator in the highly fragmented printer supplies and services industry, announced today it has engaged After Market Support, LLC ("AMS") to provide comprehensive financial marketing and investor relations services.

The goals of the proprietary AMS Stock Launch Program are tightly defined: maximize financial brand awareness, create a deep and highly relevant investor audience, achieve a fully liquid stock and assist the Company in attaining a listing upgrade to NASDAQ -- and accomplish these goals in the shortest time possible. AMS will strategically customize its program to best meet American TonerServ's unique needs and help elevate it to an institutional quality public company.

"Our capital markets strategy has long included an upgrade to NASDAQ," affirmed American TonerServ Chief Executive Officer Dan Brinker. "AMS and its Stock Launch Program are tailor-made for that strategy. AMS has demonstrated success in rapidly expanding its clients' investor audiences and moving them at appropriate paces to listing upgrades. As we continue to execute our business plan, we believe that our partnership with AMS will result in an actively traded and fully valued stock."

"American TonerServ is executing a consolidation of independent businesses focused on delivering printer equipment, supplies and service to end-customers," explained Justin Davis, Director of AMS. "American TonerServ is a rising star in the consolidation of a highly fragmented industry and one positioned for tremendous growth. In a market that could exceed \$6 billion by 2008, American TonerServ is working to create stockholder value by both aggregating and optimizing undervalued companies throughout the U.S. that provide local printer supplies and services. American TonerServ's consolidation strategy is designed to quickly create a national presence while achieving margins unattainable to smaller and less efficient competitors. We believe that American TonerServ (ASVP) is at an inflection point and industry leadership lies ahead. We look forward to introducing investors to this company."

About American TonerServ Corp.

American TonerServ is headquartered in Santa Rosa, California and serves clients nationwide. American TonerServ is a consolidator in the highly fragmented printer supplies and services industry. The Company is looking to acquire and unite independent businesses focused on delivering printer equipment, supplies and service to end-customers. The Company has assembled a management team, board and strategic advisors with complimentary expertise in roll-up execution, mergers and acquisitions and industry knowledge. The Company's mission is to become the most efficient provider of print management solutions to middle-market companies throughout the U.S. Please visit [www.americantonerserv.com](http://www.americantonerserv.com).

About After Market Support, LLC

Denver, Colorado-based AMS is a financial marketing firm specializing in creating liquidity for emerging growth stocks and piloting its clients to a NASDAQ listing upgrade. AMS develops its clients' financial brand identity, builds an educated and opt-in investor audience using Web 2.0 communications tools and helps elevate them to institutional quality public companies. AMS is a wholly-owned subsidiary of Keating Investments, LLC. Please visit [www.aftermarketsupport.com](http://www.aftermarketsupport.com).

#### SAFE HARBOR FOR FORWARD-LOOKING STATEMENTS

This news release contains forward-looking statements, including statements that include the words "believes," "expects," "anticipate," or similar expressions. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual results, performance, or achievements of the Company to differ materially from those expressed or implied by such forward-looking statements. Factors that may affect these forward-looking statements include, among others, our ability to raise capital, the decisions of third parties over which we have no control, the state of the telecommunications industry, technological changes and other factors set forth from time to time in our public statements. This news release speaks as of the date first set forth above and the Company assumes no responsibility to update the information included herein for events occurring after the date of this news release.

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