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## **American TonerServ Subject of Feature Article in NorthBay Biz Magazine**

American TonerServ Corp. (OTCBB: ASVP) ("ATS" or the "Company"), a strategic consolidator in the highly fragmented printer supplies and services industry, announced today that the company is the subject of a feature article in the November 2007 issue of NorthBay Biz Magazine entitled "American TonerServ, Makin' Prints..."

The article highlights the \$22 billion US toner industry and focuses on ATS' strategy to corner the toner market through consolidation and innovation. As stated in the article, "The founders of ATS decided to enter the lucrative market, consolidate many of the smaller companies and create central hubs in major metro marketplaces for toner sales and office equipment servicing."

Click here for the full article. If you cannot click on the link, please copy and paste the following URL into a browser window: [http://www.americantonerserv.com/company/news/pdfs/pr/NBBM\\_2007.11\\_rp.pdf](http://www.americantonerserv.com/company/news/pdfs/pr/NBBM_2007.11_rp.pdf)

### About NorthBay Biz Magazine

NorthBay Biz is a monthly business-to-business magazine that serves the California business communities of Marin, Napa and Sonoma counties. It has been published (formerly as Sonoma Business magazine) for 32 years.

### 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. ATS has completed four acquisitions in the past 12 months, has a fifth acquisition in legal documentation and is seeking more companies to acquire. 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).

### Forward-Looking Statements

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.

CONTACTS:

Corporate  
Daniel J. Brinker  
AmericanTonerServ Corp.  
(800) 736-3515  
dbrinker@americantonerserv.com

Investor  
Pamela A. Solly  
After Market Support, LLC  
(720) 489-4912  
pamela.solly@aftermarketsupport.com

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