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American TonerServ Appoints 35-Year Industry Veteran and Noted Expert to Its Advisory Board

Paul Fridrich Appointed to American TonerServ Advisory Board

American TonerServ Corp. ("ATS" or the "Company") (OTCBB: ASVP), a strategic consolidator in the highly fragmented printer supplies and services industry, announced today that Mr. Paul Fridrich has been appointed to the ATS Advisory Board.

Paul Fridrich, Advisory Board Member

Mr. Fridrich is currently the President and CEO of CyberCopy, a leading provider of document management and distribution in Ventura County, California. Mr. Fridrich has held this position since he founded the company in 1997. Prior to CyberCopy, Mr. Fridrich founded Westlake Graphics, where the rapid growth he engineered resulted in the company's inclusion on the "Inc. 500" list, signifying its place among the fastest growing privately owned companies in the nation. He was educated in his native Slovakia in the field of petro-chemical engineering. He also serves on the Board of Directors of ReproMAX, the international network of independently owned reprographic companies and is a member of PIA (Printing Industry Association) and IRgA (International Reprographic Association).

"Paul Fridrich brings almost four decades of reprographic industry experience and expertise to our Company," said Dan Brinker of ATS. "We believe the knowledge, experience and leadership of both Mr. Fridrich and our entire advisory board will be instrumental in helping us maximize shareholder value by establishing ATS as the industry leader and brand of choice in the compatible toner/ink cartridge industry," added Mr. Brinker.

About American TonerServ:

American TonerServ Corp. ("ATS") is a consolidator in the highly fragmented printer supplies and services industry. ATS acquires, integrates and manages independent businesses that deliver printer supplies, services and equipment to small/mid-sized businesses. Through its consolidation strategy, ATS plans to capture at least 3 - 5% market share (\$250.0 MM annualized revenue) of the compatible toner cartridge industry, establishing itself as the brand of choice in the compatibles market as Hewlett-Packard is in the OEM market. Please visit www.AmericanTonerServ.com.

Forward-Looking 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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