



**November 29, 2007 – 11:48 AM EST**

## **American TonerServ Appoints Renowned Sales Executive and Best Selling Author as Independent Director**

### **Chuck Mache Appointed as Independent Director**

American TonerServ Corp. ("ATS" or the "Company") (OTCBB: ASVP), a strategic consolidator in the highly fragmented printer supplies and services industry, announced effective November 28, 2007, ATS appointed Mr. Chuck Mache as an "independent director" as defined under NASDAQ Rule 4200(a)(15). Mr. Mache will serve on the Compensation Committee.

Chuck Mache, Director

Mr. Mache is the founder of Chuck Mache Communications and the best selling author of "The Four Kinds of Sales People." Chuck Mache Communications provides executive coaching, consulting services, and speaking and training seminars to companies and associations throughout the United States. Mr. Mache has spent more than 25 years selling, managing, building and leading sales organizations in a variety of industries. Prior to founding Chuck Mache Communications, Mr. Mache served as Executive Vice President of Sales for American Home Shield from 1984 to 1994, where he grew revenues from \$6 million to \$125 million. Mr. Mache graduated from California State University, Chico, with a Bachelors Degree in Communications.

The ATS Board consists of a Chairman (Dan Brinker, CEO), one ATS officer (Tom Hakel, Secretary), and three independent directors (William Robotham, Steven Jensen, and Chuck Mache).

"Establishing an independent Board of Directors with a diverse set of skills is one of our most important corporate governance priorities," said CEO Dan Brinker. "The appointment of Mr. Mache adds an experienced executive to the Board and reaffirms our resolve and commitment towards seeking a NASDAQ upgrade next year."

Chuck Mache said, "My primary focus in recent years has been coaching executives in small and mid-size companies to take their revenues to new levels. Their challenges parallel the profile of our acquisition candidates at ATS. I'm confident that as a member of the Board I will add significant value to the ongoing development of the ATS platform and our value proposition."

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](http://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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Source: Marketwire (November 29, 2007 - 11:48 AM EST)

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