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American TonerServ Establishes North Carolina Subsidiary

Santa Rosa, CA, March 20, 2008. American TonerServ Corp. (OTCBB: ASVP) ("ATS"), a strategic consolidator in the more than \$6.0 billion highly fragmented independent segment of the printer supplies and services industry, announced that NC TonerServ, LLC, a wholly-owned subsidiary of ATS, has been established in the Raleigh-Durham Research Triangle of North Carolina. NC TonerServ, LLC opened its doors in Morrisville earlier this month.

"The vibrant business community surrounding Raleigh and Durham, North Carolina is typical of the top metropolitan areas ATS is targeting in its nationwide consolidation strategy," said Dan Brinker, Chief Executive Officer of American TonerServ. "We established NC TonerServ with a strong, experienced team with longstanding relationships in the marketplace, who are excited about becoming part of a national company in printer supply and service."

Mr. Brinker added, "Our volume buying power for environmentally-friendly recycled brand-compatible printer cartridges, along with our established operational systems and customer service infrastructure, provide small and medium-sized business customers with a one-stop solution to their printing needs. Cartridges are available for all branded printers, and our service programs allow our teams to efficiently service customer needs to limit printer downtime."

NC TonerServ, LLC is located at 1109 Copeland Oaks Drive, Morrisville, North Carolina, 27560. Telephone (919)-387-1414 or call the ATS national service center at 800-736-3515.

About American TonerServ:

American TonerServ Corp. ("ATS") is building a nationwide organization to efficiently serve the printing needs of small-and medium-sized businesses by consolidating leading independent operators in the \$6 billion recycled printer cartridge and printer services industry, offering top-quality, environmentally-friendly products and local service teams. Please see www.AmericanTonerServ.com for more information.

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.

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