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## **American TonerServ Engages Printing Industry Consultant**

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 it has engaged the Cowman Group consulting firm headed by Rob Cowman, a long-time consultant and former executive officer with 12 years experience in the printer supply and service industry. Mr. Cowman will work closely with senior management and ATS' Corporate Development team to identify and assess acquisition prospects. The consulting agreement provides for a monthly fee plus a success fee in the event that ATS acquires any companies located by the Cowman Group.

ATS is focusing on the top 30 metropolitan areas in the United States as it executes its strategy of consolidating the fragmented printer supply and service industry. The Company has stated its goal to build an annual revenue run rate of approximately \$45 million by the end of 2008. The Corporate Development Team is actively working to evaluate acquisition prospects as ATS works toward achieving this goal. To date, ATS has made five acquisitions and established one start-up operating company in pursuit of its goal.

"Rob Cowman represented Tonertype in its successful sale to ATS in December of 2007," said Dan Brinker, chief executive officer of American TonerServ. "He impressed our team with his deep industry knowledge and his broad range of contacts across the country. We very much look forward to working closely with him."

Mr. Cowman, said, "Given ATS's highly competent leadership, ethical and cooperative corporate culture, business model and financial capability to effectively acquire and compensate independent companies, I consider them best suited to provide value-add while consolidating the industry. I am excited about the opportunity to represent and assist ATS in the attainment of their business growth objectives."

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](http://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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