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## **American TonerServ Announces "GreenSmart" to Reduce E-Waste Company Will Pick Up, Re-Use Toner Cartridges From Established Customers**

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, today introduced "GreenSmart," a service to relieve customers of spent toner cartridges and divert waste from landfills.

"GreenSmart eliminates the task of bringing used cartridges to an authorized recycling center or, worse, simply throwing them away when there are still useful parts that can be recycled and reused," said Dan Brinker, chief executive officer. "We are pleased to play a part in reducing e-waste, and at the same time partner with our customers to make their workplaces more efficient and eco-friendly."

Mr. Brinker added, "At this time, some 80% of toner cartridges go directly into solid waste landfills in the United States. We hope American TonerServ can help reduce this needless and costly practice. Every recycled compatible cartridge we sell keeps approximately one-half pound of waste out of landfills, while saving two quarts of oil."

Under the program, American TonerServ representatives pick up spent cartridges during service calls, and direct them to an ATS or vendor facility where cartridges are broken down and re-manufactured using recycled and new components, bringing them up to quality standards that rival new branded cartridges. Parts that are unusable are turned over to other recyclers.

"We look at green technological advances like recycling and re-use not only from an ecological and ethical point of view, but as a way to contribute directly to our customer's bottom line. Our customers are happy knowing useful materials are not being wasted, and the program enables us to broaden the portfolio of compatible cartridges we supply and offer economical pricing," Mr. Brinker said.

For more information or to participate in GreenSmart, please contact American TonerServ 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](http://www.AmericanTonerServ.com) for more information.