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NC TonerServ Introduces Recycling Program, Print Management Services

NC TonerServ, LLC a wholly-owned subsidiary of American TonerServ Corp. (OTCBB: ASVP) ("ATS"), announces its participation in "GreenSmart," a program designed to make recycling easy for its customers. GreenSmart, being rolled out nationally by American TonerServ, diverts waste from landfills by returning empty toner cartridges to remanufacturing plants for reconditioning and re-use.

As part of its involvement in the program, NC TonerServ has redesigned its web site to illuminate the environmental benefits of using remanufactured or compatible cartridges. As pointed out on www.NCTonerServ.com, each time a compatible cartridge is utilized, one-half pound of waste is kept out of landfills. According to NC TonerServ, a medium-sized business can use from 900 to 1,600 cartridges a year.

Brian Hrabec, Sales Manager of NC TonerServ, said, "When people think about recycling, what usually comes to mind is paper, glass and cans. Laser printer cartridges, inkjet printer cartridges, copier cartridges and fax cartridges have been somewhat overlooked, and right now the industry estimates that more than 80% of these cartridges are thrown away. As much as 97% of the combined components of these cartridges can be recycled or reused. Our technicians will come to customers' offices, plants and stores and pick up the cartridges for them; all it takes is a phone call."

NC TonerServ is rolling out a second new program, this one designed to save its customers from an all-too-common time-waster. The company's innovative print management solution remotely monitors print volume, allowing NC TonerServ technicians to provide maintenance and supplies before break-downs occur or toner runs out, reducing or eliminating downtime. "Our customers don't face the problem of discovering they are low or out of toner just when a big project needs to be done. Our technical team stays on top of these common problems so our customers can focus on building their business," he said.

Mr. Hrabec continued, "We have introduced new sections on our website, www.NCTonerServ.com, that allow customers to learn more about the benefits of recycling cartridges, and how easy it is to take advantage of our print management solution."

NC TonerServ covers the Research Triangle area, including Raleigh, Durham, Chapel Hill, and surrounding communities. NC TonerServ, LLC is located at 1109 Copeland Oaks Drive, Morrisville, North Carolina 27560. Telephone (919) 439-7114, toll-free (866) 571-9101 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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