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American TonerServ Announces Names Chairman Chuck Mache as President and CEO, Succeeding Dan Brinker, Who Becomes Chairman

SANTA ROSA, CA, February 3, 2009 – American TonerServ Corp. (OTC BB:ASVP), a strategic consolidator in the printing supplies and services industry, today announced that its chairman of the board, Chuck Mache, has assumed the role of president and chief executive officer, succeeding Daniel J. Brinker, who has replaced Mr. Mache as chairman of the board. Mache remains on the board of directors.

Mache, 51, has been a director of American TonerServ since November 2007 and served as its chairman since January 2008. He is the founder of Chuck Mache Communications, an executive coaching and consulting services firm, focused on helping companies get to their next level. He is the author of the best selling book, "The Four Kinds of Sales People: How And Why They Excel And How You Can Too." Among his accomplishments, Mache formerly held a 10-year career as executive vice president of then publicly traded American Home Shield, where he was responsible for growing revenues to \$100 million from \$6 million and for restructuring the sales teams of acquired companies.

Brinker, 51, has been president and CEO of American TonerServ since November 2005 and a director of the company since 1995. A Certified Public Accountant, he previously headed his own business consulting firm and served as president of American Home Shield from 1987 to 1995, leading a turnaround management team that engineered the sale of the company to ServiceMaster.

"Chuck's 25-plus years of experience helping companies build momentum and grow their businesses will be invaluable as American TonerServ embarks on its next stage of development," Brinker said. "The management transition comes at a time when our company has become an important force in the printing supplies and services industry and is poised to pursue additional growth opportunities."

"I am happy and excited to be assuming the leadership role at American TonerServ and look forward to Dan's continued guidance as a director and his active involvement as chairman," Mache said. "Our aim is to build a profitable, nationwide organization through both organic growth and acquisitions, and I am confident we have the foundational elements, in place to help us achieve that goal."

About American TonerServ

American TonerServ Corp., a leading recycler of toner cartridges, serves the printing needs of small- and medium-sized businesses by consolidating best-in-class independent operators in the \$6 billion+ recycled printer cartridge and printer services industry. The company offers top-quality, environmentally friendly products and local service teams. Please see www.AmericanTonerServ.com for more information.