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American TonerServ Corporation Elects Greg Curhan to Board of Directors

Sep. 29, 2009 (Business Wire) -- American TonerServ Corp. (OTCBB:ASVP) ("ATS") a strategic consolidator in the highly fragmented \$6.0 billion printer supplies and services industry, today announced that the stockholders of ATS elected Greg Curhan to the company's Board of Directors at the annual meeting of stockholders held on September 24, 2009.

Mr. Curhan was the Co-Founder and former president of Merriman Curhan Ford, an investment bank and securities broker-dealer focused on fast-growing companies and institutional investors.

"We are delighted to have Greg join our Board of Directors," said Chuck Mache, the company's Chief Executive Officer. "He has a tremendous reputation on Wall Street, especially in the CleanTech community, previously leading Merriman Curhan Ford's CleanTech investment banking practice. In addition, Greg has established and grown many companies. His guidance and experience will be a terrific value add to our Company and shareholders."

Mr. Curhan commented, "I am pleased to join American TonerServ's board of directors and to be closely involved with the company as a consultant. ATS is a leader in the highly fragmented printer supplies service industry, with multiple organic growth opportunities. I look forward to using my experience and contacts to raise investor awareness for a company that is already generating \$30 million on an annualized revenue run rate. As a low cost provider of clean technology, with attractive margins and a recurring revenue model, I believe ATS has excellent potential."

Mr. Curhan has focused his entire twenty-five year career on advising entrepreneurs and financing small, fast-growing companies. A serial entrepreneur, Mr. Curhan is currently the President and CEO of CleanTech Capital Consulting, Inc. He also co-founded Curhan, Merriman Capital Management and served as a partner and early employee of the investment banking firm of Volpe Brown Whelan, as well as CFO of WorldRes.com, Inc. He also worked at investment banks Merrill Lynch and Montgomery Securities. Mr. Curhan holds a BA from Dartmouth College, from which he graduated summa cum laude.

About American TonerServ

American TonerServ Corp., a leading marketer of compatible toner cartridges, is building a nationwide organization to efficiently serve the printing needs of small- and medium-sized businesses by consolidating best-in-class independent operators in the more than \$6.0 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.

Safe Harbor Statement

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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