



October 28, 2009 - 9:36 AM EDT

American TonerServ Celebrates One-Year Anniversary of iPrint Acquisition and Reports Strong Organic Revenue Growth in its iPrint Division

iPrint Revenues Increased 34% for Nine Months Ended September 30, 2009, Compared to the Same Nine Month Period in 2008

Oct. 28, 2009 (Business Wire) -- American TonerServ Corp., a leader in the highly fragmented \$6.0 billion printer supplies and services industry (OTC.BB:ASVP), provides an update on the acquisition of iPrint Technologies, which was completed on October 31, 2008.

On an un-consolidated basis, revenues from the iPrint operations increased 34% for the nine-months ended September 30, 2009, compared to the same nine-month period in 2008. iPrint's strong history serving retail clients in the Fortune 1000 and middle-market sectors, combined with American TonerServ's sales infrastructure contributed to the organic growth. Shortly after the acquisition of iPrint, American TonerServ launched a new sales initiative, "The Sales Partner Program," which is a proactive program in place to find industry-leading sales professionals within the Printer Services industry that are looking to take advantage of American TonerServ's competitive commissions and pricing model.

"We are pleased with the success of the iPrint acquisition and the rapid growth we are experiencing," commented Chuck Mache, President and Chief Executive Officer of American TonerServ Corp. "The addition of iPrint has strengthened our retail client base and overall toner volume, which has provided us with purchasing and pricing strength from our manufacturers. This benefit has allowed us to offer the best products available at the lowest possible prices, while maximizing commission dollars for our Sales Partners. Through our "Sales Partner Program," we are identifying and actively recruiting the best sales talent in the printing services industry with large sales volume. Every new hire represents meaningful organic growth potential for the company, and we look forward to updating our shareholders as we move ahead."

Chad Solter, President of American TonerServ's iPrint division commented: "The results of the synergies of the combined company are very good, and we believe we are just beginning to realize its potential. Joining American TonerServ allows us to leverage their powerful relationships with leading compatible manufacturers, which brings margin benefits to the iPrint division. That, along with our already established top OEM relationships, allow us to win valuable contracts with fortune 1000 and middle-market companies on a daily basis."

About American TonerServ Corporation

American TonerServ (OTC.BB:ASVP) is a leading marketer of compatible and original-equipment-manufactured toner cartridges. The company is strategically building a nationwide organization to efficiently serve the printing needs of small- and medium-sized businesses by executing on key organic growth initiatives designed to build sales distribution across the country. In the more than \$6.0 billion recycled printer cartridge and printer services

industry, the company offers top-quality, environmentally friendly products and local service teams to its customers.

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.

Source: Business Wire (October 28, 2009 - 9:36 AM EDT)

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