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American TonerServ Appoints Independent Director Chuck Mache as Chairman of the Board

American TonerServ Corp. ("ATS" or the "Company") (OTCBB: ASVP), a strategic consolidator in the highly fragmented printer supplies and services industry, announced today effective January 8, 2008, independent director Chuck Mache has been appointed Chairman of the Board.



Chuck Mache, Chairman

Mr. Mache is the founder of Chuck Mache Communications and the best selling author of "The Four Kinds of Sales People." Chuck Mache Communications provides executive coaching, consulting services, and speaking and training seminars to companies and associations throughout the United States. Mr. Mache has spent more than 25 years selling, managing, building and leading sales organizations in a variety of industries. Prior to founding Chuck Mache Communications, Mr. Mache served as Executive Vice President of Sales for American Home Shield from 1984 to 1994, where he grew revenues from \$6 million to \$125 million. Mr. Mache graduated from California State University, Chico with a Bachelors Degree in Communications.

"Chuck Mache has made a significant and positive impact on our Company since joining our Board in late 2007," stated Dan Brinker, CEO of ATS. "Chuck's appointment as Chairman will allow me to focus my time on the management of our operations and execution of our strategic business plans as we move closer to meeting our goal of profitability," added Dan Brinker. "We have a very active and involved team of directors," stated Chuck Mache. "It is my intention to ensure that we maximize the true talents of each member of our Board and that we collectively focus on our top priority of building shareholder value and becoming a NASDAQ listed company," added Mr. Mache.

About American TonerServ

American TonerServ Corp. ("ATS") is a consolidator in the highly fragmented printer supplies and services industry. ATS acquires, integrates and manages independent businesses that deliver printer supplies, services and equipment to small/mid-sized businesses. Through its consolidation strategy, ATS plans to capture at least 3 - 5% market share (\$250.0 MM annualized revenue) of the compatible toner cartridge industry, establishing itself as the brand of choice in the compatibles market as Hewlett-Packard is in the OEM market. Please visit www.AmericanTonerServ.com.

Forward-Looking 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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