



American TonerServ (ASVP) Exceeds Daily Average Sales of 1,000 Toner and Ink Cartridges

Company Interprets Significant Growth in Sales as Strong Evidence of a Thriving Market for its Cartridges and Related Services

SANTA ROSA, Calif., Oct 15, 2009 (BUSINESS WIRE) -- American TonerServ Corp., a leader in the highly fragmented \$6.0 billion printer supplies and services industry (OTC.BB:ASVP), reports that it is now selling an average of more than 1,000 toner and ink cartridges per day. This milestone is reached during a period of strong growth for the company, which has enjoyed a consistent rise in sales over the past five quarters.

American TonerServ's management sees the sales milestone as strong evidence for an ever-growing toner cartridge market. As the company's sales of original equipment manufactured and remanufactured cartridges (compatibles) are both on the rise, the company predicts a higher relative demand for the compatibles, which offer higher margins to the company and serves as a lower-cost and environmentally friendly alternative.

Chuck Mache, President and Chief Executive Officer of American TonerServ Corp., said, "We are greatly encouraged that our sales volume has exceeded this important benchmark. The demand for cartridges has never been greater, and American TonerServ has positioned itself as a key player in this important market. We have sold well over 250,000 cartridges since the end of the second quarter of 2008, and sales are consistently rising from quarter to quarter." He went on to say, "Compatibles currently comprise more than 50 percent of our total cartridge sales. We expect this figure to increase in the future, which would positively impact our margins, as more of our customers become aware of the economic and environmental advantages they offer."

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: American TonerServ Corp.

American TonerServ Corp.
Chuck Mache, 707-569-1217
President & CEO

or

The Investor Relations Group
Investor Relations:
Adam Holdsworth, 212-825-3210

or

James Carbonara, 212-825-3210

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