



American TonerServ Corp. Hires The Investor Relations Group

Comprehensive Investor Relations and Media Outreach to Commence

Program Focus: Institutional Investors, Retail Brokers, Business Reporters, and General Media Outlets

SANTA ROSA, Calif., Sep 24, 2009 (BUSINESS WIRE) -- [American TonerServ Corp.](http://www.americantonerserv.com) (OTCBB:ASVP) (<http://www.americantonerserv.com>) ("ATS"), a strategic consolidator in the highly fragmented \$6.0 billion printer supplies and services industry, has hired The [Investor Relations Group](#) ("IRG"), a thirteen-year-old corporate communications firm based in New York City, to serve as its investor relations and public relations agency.

IRG's investor relations team will utilize its proprietary data and contacts while implementing competitive analysis strategies to target specific portfolio managers and equity analysts in the global investment community to increase awareness of ATS's status as a leader in the compatible toner market. The program will include pre-qualified one-on-one introductions, traditional outreach practices, and strategic advisement. Concurrent with that effort, the public relations team will initiate an outreach campaign targeting editors, writers, and segment producers of local and national trade and consumer online, print, radio, and broadcast media outlets worldwide.

IRG's corporate communications program includes new media and multimedia initiatives that involve the creation of broadcast-ready corporate videos, podcasts, and the creation of social networking, video service, and micro-blogging accounts. The Investor Relations Group was recently honored with a "Stevie Award" for Investor Relations Program of the Year and named a finalist in the Best Media Website category from the 2009 American Business Awards.

"ATS just reported record revenue during the second quarter, with revenues growing 166% over last year's second quarter," said Chuck Mache, the company's Chief Executive Officer. "This is a very significant milestone in the company's history and we feel that IRG has the expertise and industry relationships necessary to help us meet our objectives, gain exposure, and ultimately raise our corporate profile. We have every confidence in IRG's ability to successfully communicate our story with the investment community, our shareholders, the media, and the public-at-large."

About The Investor Relations Group, Inc.

The Investor Relations Group, Inc. (IRG) offers a full-service corporate communications program designed to suit the many unique needs of Alternative Public Offering (APO) companies. The program utilizes a proprietary, targeted approach to reach institutional investors, analysts, and the media-at-large. For further information, please visit the company's website at <http://www.investorrelationsgroup.com>.

About American TonerServ Corp.

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.

SOURCE: American TonerServ Corp.

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