

May 3, 2016



Midwest Energy Emissions Corp. Retains MZ Group as Investor Relations Advisor

LEWIS CENTER, OH -- (Marketwired) -- 05/03/16 -- Midwest Energy Emissions Corp. (OTCQB: MEEC) ("ME2C" or the "Company"), an emerging leader in mercury emissions control technology for the global coal-power industry, has announced that it has retained [MZ Group](#) as its investor relations advisor.

MZ Group will assist and advise ME2C with communicating its corporate, financial, and investor developments to shareholders, and assisting the Company with building its public brand and investor base.

"MZ Group has the depth of consulting and technology services we needed to elevate our investor relations efforts," said Richard MacPherson, CEO of ME2C. "We have confidence that MZ will provide extensive support in communicating our product technology, business model, growth strategy, competitive advantages, and value proposition to our shareholders and the investment community at large. Our vision is to deliver leading edge, cost-effective solutions for mercury emission control to utility boilers around the world, and with MZ's assistance, we will more effectively tell this story to investors."

"ME2C's Sorbent Enhancement Additive (SEA™) Technology provides the most cost-effective solution for the coal-power industry," said Ted Haberfield, President of MZ Group North America. "This proprietary mercury control technology delivers a flexible, tunable solution that allows the global coal-power industry to comply with new, highly restrictive regulations on mercury air emissions. These U.S. Mercury and Air Toxics Standards (MATS) commenced in April 2015 and represent up to a \$2.5 billion annual market opportunity. The management team has significant technical expertise and has proven itself with revenues increasing 352% in 2015 to \$12.6 million with high margin, recurring multi-year contracts. We look forward to helping the Company with all aspects of their investor relations needs."

Safe Harbor Statement

With the exception of historical information contained in this press release, content herein may contain "forward-looking statements" that are made pursuant to the Safe Harbor Provisions of the Private Securities Litigation Reform Act of 1995. These statements are based on management's current expectations and are subject to uncertainty and changes in circumstances. Investors are cautioned that forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from the statements made. Matters that may cause actual results to differ materially from those in the forward-looking statements include, among other factors, the gain or loss of a major customer, additional or new EPA regulations affecting coal-burning utilities, disruption in supply of materials, a significant change in general economic conditions in any of the regions where our customer utilities might experience significant changes in electric demand, a significant disruption in the supply of coal to our customer units, the loss of key management personnel, failure to obtain adequate working capital to execute the business plan and any major litigation

regarding the Company. In addition, this release contains time-sensitive information that reflects management's best analysis only as of the date of this release. The Company does not undertake any obligation to publicly update or revise any forward-looking statements to reflect future events, information or circumstances that arise after the date of this release. Further information concerning issues that could materially affect financial performance related to forward-looking statements contained in this release can be found in the Company's periodic filings with the Securities and Exchange Commission.

About Midwest Energy Emissions Corp. (ME2C)

[Midwest Energy Emissions Corp.](#) (OTCQB: MEEC) delivers patented and proprietary solutions to the global coal-power industry to remove mercury from power plant emissions, providing performance guarantees, and leading-edge emissions services. The U.S. Environmental Protection Agency (EPA) MATS rule requires that all coal- and oil-fired power plants in the U.S., larger than 25 mega-watts, must remove roughly 90% of mercury from their emissions starting April 15, 2015. In June 2015, the U.S. Supreme Court remanded MATS back to the U.S. Court of Appeals for the D.C. Circuit for further review, but left the rule in place. The D.C. Circuit has since remanded the rule to the EPA for further consideration, but without vacatur, allowing MATS to remain in effect until the EPA issues a final finding. On April 14, 2016, the EPA issued a final supplemental finding upholding the rule and concluding that a cost analysis supports the MATS rule. ME2C expects legal challenges to the rule will continue. ME2C has developed patented technology and proprietary products that have been shown to achieve mercury removal levels compliant with MATS at a significantly lower cost and with less operational impact than currently used methods, while preserving the marketability of fly-ash for beneficial use. For more information, please visit www.midwestemissions.com.

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Source: Midwest Energy Emissions Corp.