

October 3, 2016



## Power Industry Veteran Rob Rians Joins Midwest Energy Emissions Corp. as Regional Sales Manager

LEWIS CENTER, OH -- (Marketwired) -- 10/03/16 -- Midwest Energy Emissions Corp. (OTCQB: MEEC) ("ME2C" or the "Company"), an emerging leader in mercury emissions control in North America, announced it has hired Rob Rians as its Western Regional Sales Manager. Mr. Rians began his official duties on October 1, 2016, and is based in Dallas, Texas.

With more than 30 years of experience in the industry, Mr. Rians brings a unique combination of experience to the ME2C team. Prior to his current position, Rians spent more than 15 years as Southwestern Regional Sales Manager at Fuel Tech Inc., a technology company engaged in the worldwide development of technologies for air pollution control, process optimization, combustion efficiency, and advanced engineering services. During his tenure at Fuel Tech, he led and negotiated the sales process through multiple levels of corporate, plant and executive management, engineering, operations, and fuels departments for accounts in the Southwest United States.

Prior to that, he served in various sales and sales management roles of increasing responsibility at Nalco Company, a leading water treatment and process improvement company. Rians received his B.A. in Psychology, from Knox College in Galesburg, IL, in 1984, and graduated with an MSMBA in Industrial Relations from Loyola University in Chicago in 1988.

"Rob has an excellent, proven work-history, where he has demonstrated success in understanding client concerns and then orchestrating solutions for those clients," said ME2C Vice President of Sales, Marc Sylvester. "Over the years, Rob has established numerous key prospective clients within the sales geography, which will be a tremendous asset to our already successful and growing sales team."

"The strong demand for our products has generated an extensive pipeline of potential customers," said CEO Richard MacPherson. "Moving forward, we expect our growth to continue, not only from additional contracts utilizing our current technology, but also as we introduce additional products and techniques. By leveraging over 30 years of Rob's experience, we will significantly enhance our ability to meet client needs to our rapidly expanding customer base throughout North America."

### ***About Midwest Energy Emissions Corp. (ME2 C)***

[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, which has been subject to legal challenges, requires that all coal- and oil-fired power plants in the U.S., larger than 25 megawatts, must remove roughly 90% of mercury from their emissions starting April 15, 2015. 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](http://www.midwestemissions.com).

### ***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. Forward-looking statements are generally identified by using words such as "anticipate," "believe," "plan," "expect," "intend," "will," and similar expressions, but these words are not the exclusive means of identifying forward-looking statements. 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, change in environmental regulations, disruption in supply of materials, capacity factor fluctuations of power plant operations and power demands, 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, availability of capital 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.

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