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Midwest Energy Emissions Corp. Engages MZ Group to Lead Strategic Investor Relations and Shareholder Communication Program

CORSICANA, TX, Oct. 19, 2020 (GLOBE NEWSWIRE) -- Midwest Energy Emissions Corp. (OTCQB: MEEC) ("ME₂C") a leading environmental technologies firm, has engaged investor relations specialists [MZ Group](#) (MZ) to lead a comprehensive strategic investor relations and financial communications program across all key markets.

MZ Group will work closely with ME₂C management to develop and execute a complete capital markets strategy designed to increase the company's visibility throughout the investment community. The campaign will highlight how ME₂C is reaffirming its position across the U.S. coal-fired power fleet with its patented Sorbent Enhancement Additive (SEA[®]) mercury capture solutions for coal-fired power plants, providing highly effective emissions control and balance of plant improvements with greater long-term benefits than alternative technologies.

MZ has developed a distinguished reputation as a premier resource for institutional investors, brokers, analysts and private investors. The firm maintains offices worldwide and was recently ranked No. 7 in the world in business communication by an IR magazine survey.

MZ North America will advise ME₂C in all facets of corporate and financial communications, including the coordination of roadshows and investment conferences across key cities and building brand awareness with financial and social media outlets.

Ted Haberfield, Chairman & President of MZ North America, commented: "Today, we understand that nearly half of U.S. coal-fired power plants may be infringing on the Company's technology. After having initiated patent litigation in U.S. federal court against certain defendants, ME₂C and one of the defendants entered into an agreement in July 2020 that resolved all claims against that defendant and should successfully pave the way for a domino effect for infringers to recognize ME₂C's patent rights creating a great opportunity like no other in the microcap space. Combined with their strong international patent portfolio covering the U.S., Europe, Canada, and China and recurring, high-margin revenue model, we find the valuation disconnect at ME₂C to be an exciting opportunity for investors. We look forward to sharing their story with our wide network of institutional investors and family offices."

Greg Falesnik, Chief Executive Officer of MZ North America, added: "ME₂C has seen

industry-wide adoption of its two-part, patented SEA[®] process. The technology provides maximum efficiency in use of materials and allows for >90% mercury removal, meeting or surpassing new emissions regulations. As the Company continues to monetize infringers of its technology into customers through ongoing litigation efforts, there is a clear path to sustained positive cash flows as the remaining U.S. coal-fired power plants will continue to play a vital role in the national power grid for at least the next decade and beyond.”

“2020 has been a critical year for the Company in the defense of our intellectual property and growing momentum in our IP lawsuit,” said Richard MacPherson, President and CEO of ME₂C. “In July 2020, we entered a multi-year, fleetwide license and supply agreement with one of the largest defendants and a long-term customer. With this initial success, taking into account the remaining opportunity facing us today, we anticipate significant supply revenue focused on the over 200 suspected infringing boilers operating nationwide, with a ‘paid for’ infrastructure capable of supporting more than \$100 million in product supply revenue annually. We look forward to working closely with the entire team at MZ Group to communicate our value proposition to the broader investment community, building long-term value for our shareholders.”

For more information on ME₂C, please visit the Company’s investor relations website at www.midwestemissions.com. To schedule a conference call with management, please email your request to MEEC@mzgroup.us or call Greg Falesnik at 949-385-6449.

About MZ Group

MZ North America is the US division of MZ Group, a global leader in investor relations and corporate communications. MZ North America was founded in 1996 and provides full scale Investor Relations to both private and public companies across all industries. Supported by our exclusive one-stop-shop approach, MZ works with top management to support the clients' business strategy in six integrated product and service categories: 1) IR Consulting & Outreach – full service investor relations and roadshow services; 2) ESG Consulting – reporting technology platform and audit and reporting guidance; 3) SPAC Advisory – providing critical and timely guidance through business combination; 4) Financial & Social Media – lead generation and social media relations; 5) Market Intelligence – real time ownership monitoring; 6) Technology Solutions – webhosting, webcasting, distribution services, conference calls, CRM, and board portals. MZ North America has a global footprint with offices located in New York, Chicago, San Diego, Aliso Viejo, Austin, Minneapolis, Taipei and São Paulo.

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 power plant emissions, providing performance guarantees and leading-edge emissions services. ME₂C has developed patented technology and proprietary products that have been shown to achieve emissions removal at a significantly lower cost and with less operational impact than currently used methods, while maintaining and/or increasing unit output and preserving the marketability of fly-ash for beneficial use. For more information, please visit 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 ME₂C. In addition, this release contains time-sensitive information that reflects management's best analysis only as of the date of this release. ME₂C 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 ME₂C's periodic filings with the Securities and Exchange Commission.

ME₂C Contact:

Stacey Hyatt
Corporate Communications
Midwest Energy Emissions Corp.
Main: 614-505-6115 x-1001
Direct: 404-226-4217
shyatt@midwestemissions.com

Investor Relations Contact:

Greg Falesnik or Luke Zimmerman
MZ Group - MZ North America
949-385-6449
MEEC@mzgroup.us
www.mzgroup.us



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