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Midwest Energy Emissions Corp. Retains Bristol Capital To Enhance Its Public Company Awareness Program

WORTHINGTON, OH -- (Marketwired) -- 10/15/14 -- Midwest Energy Emissions Corp. (OTCQB: MEEC), a market leader in mercury emissions control systems for the coal-fired power industry, today announced that Bristol Capital has been retained to assist the Company in achieving greater visibility with institutional investors throughout North America and Europe.

"Midwest Energy Emissions Corp. has entered a point in its business cycle to be more proactive in communicating our business platform and financial performance to a much broader professional investment community," stated company CEO R. Alan Kelley. "Bristol has an outstanding reputation of helping smaller emerging clean technology companies reach both National and International institutional investors and we look forward to working with them in that regard. We anticipate this next year to be one of major growth and expansion for our company and we're excited to have partnered with Bristol to rapidly expand ME2C's presence within the global investor community."

About Midwest Energy Emissions Corp: Midwest Energy Emissions Corp. (ME2C) develops and employs patented and proprietary technologies to remove mercury from coal-fired power plant emissions. The U.S. Environmental Protection Agency's (EPA) *Mercury and Air Toxic Standards* (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 16, 2015. Midwest employs patented technology that has 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, a roughly \$450mm industry annually. Management estimates that mercury emissions control is a recurring \$2-\$3 billion opportunity in the U.S. annually, with further international growth expected as countries adopt mercury emissions regulations under the United Nations Minamata Convention on Mercury. Learn more at: 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. 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.

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