

Midwest Energy Emissions Corp. Launches New Mercury Control Product

LEWIS CENTER, OH -- (Marketwired) -- 01/17/17 -- Midwest Energy Emissions Corp. (OTCQB: MEEC) ("ME2C" or the "Company"), a leader in mercury emissions control in North America, announced today that it is adding a new product to its proven, cost-effective mercury capture program that will reduce mercury emissions by preventing scrubber reemission events.

The product is specifically designed for coal-fired power utilities with wet scrubbers to help remove mercury, as well as other metals, from the scrubber.

"This new product has been successfully demonstrated at several large coal-burning power facilities," said John Pavlish, ME2C's Chief Technology Officer. "The additive has consistently proven to reduce mercury reemission from wet flue gas desulfurization systems achieving greater than 95% mercury control, resulting in stack mercury emissions well below MATS compliance limits."

"The addition of the scrubber reemission product to our Total Mercury Control product line-up complements our existing patented technologies and further improves the effectiveness and cost savings of the ME2C Mercury Capture Programs," said Marc Sylvester, ME2C's Vice President of Sales. "The non-hazardous additive has proven to be very effective; allowing ME2C to offer to utility plants another cost-saving option for mercury compliance."

A simple injection system can be tailored to each plant configuration which allows for a completely "hands free" operation at the plant, which can be maintained by ME2C's technicians.

Richard MacPherson, President and CEO of ME2C, concluded: "The development of new products and techniques, such as this, is what continues to position ME2C as the leading technology firm in the mercury control industry. This product, along with others that are currently in development, are fueling our growth and competitive advantage."

About Midwest Energy Emissions Corp. (ME2C)

[Midwest Energy Emissions Corp.](http://www.midwestemissions.com) (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.

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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