

April 29, 2024



ME2C Environmental Announces New Division "WE2C Environmental" for Potable Water Treatment

Company's New Sorbent Technologies Expected to Commercialize in 2025

Corsicana, Texas--(Newsfile Corp. - April 29, 2024) - Midwest Energy Emissions Corp. (TSXV: MEEC) (OTCQB: MEEC) ("ME₂C Environmental" or the "Company"), a leading environmental technologies firm, announced in a recent shareholder conference call on April 15, 2024, the introduction of its new division, WE₂C Environmental ("WE₂C" or "WE₂C Environmental"). The Company's new division was established to address the potable water market with new sorbent technologies currently under development.

On April 15, 2024, the Company introduced a new website and introduction video for WE₂C Environmental available at www.we2cenvironmental.com. The announcement of WE₂C Environmental was issued shortly after the United States Environmental Protection Agency (EPA) finalized the [national drinking water standard on April 10, 2024](#), and announced [\\$1 Billion in newly available funding](#) to support efforts in PFAS removal across U.S. states and territories.

Stated Richard MacPherson, Chief Executive Officer of ME₂C Environmental, "As an extension of ME₂C's strength and expertise in sorbent technologies and activated carbons, this new division has been in the works for over 12 months. Since the last half of 2023 especially, we have been working on the development of new, innovative technologies for the removal of PFAS, or "forever chemicals", from potable drinking water. Since early 2023, we have been testing and refining our technologies, which will be viable, smart solutions for utilities working to meet newly announced, [stringent EPA regulations](#)."

"These new technologies through WE₂C will involve significantly less use of coal-based activated carbon and will be a much more environmentally friendly approach to PFAS contaminant removal. Further, these technologies are currently shown in our testing to be more effective than current activated carbon solutions and will be more affordable for utilities to implement. As with our technologies for mercury emissions capture from coal-fired power plants, we strive to support utilities with smart, environmentally friendly business solutions that are highly effective and affordable. In short, we are going to do for the water industry what we have already successfully done for air," concluded MacPherson.

About ME2C® Environmental

Midwest Energy Emissions Corp. (TSXV: MEEC) (OTCQB: MEEC), operating under the trade name of ME₂C Environmental, is a prominent environmental technologies company focused on providing innovative technologies to promote cleaner air and water with smart business solutions. From patented and proprietary mercury emissions capture technologies

for the global power industry, this unique expertise extends to WE₂C Environmental, a division of ME₂C Environmental focused on PFAS removal from potable water. ME₂C's advanced mercury emissions services are proven to reduce emissions more effectively and cost-efficiently than alternative methods, enhancing plant efficiency and output while preserving the marketability of byproducts for beneficial use. Through WE₂C Environmental, new innovative water purification technologies are expected to meet the growing demand for sustainable water solutions worldwide. Learn more at www.me2cenvironmental.com and www.we2cenvironmental.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 U.S. Private Securities Litigation Reform Act of 1995 or forward-looking information under applicable Canadian securities laws (collectively, "forward-looking statements"). 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 loss of major customers; dependence on availability and retention of key suppliers; changes, or lack of changes, in environmental regulations; risks related to advancements in technologies; lack of diversification in the Company's business; risks related to intellectual property, including the ability to protect intellectual property and the success with any patent litigation; competition risks; changes in demand for coal as a fuel source for electricity production; ability to enter the potable water treatment market; ability to retain key personnel; absence of a liquid public market for our common stock; share price volatility; and, the potential that dividends may never be declared. In addition, this release contains time-sensitive information that reflects management's best analysis only as of the date of this release. ME₂C Environmental 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 or other forward-looking statements contained in this release can be found in ME₂C Environmental's periodic filings with the Securities and Exchange Commission or Canadian securities regulators.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

ME₂C Environmental Contact:

Stacey Hyatt
Corporate Communications
ME₂C Environmental
Main: 614-505-6115 x-1001
Direct: 404-226-4217
shyatt@me2cenvironmental.com

Investor Relations Contact:

Jessica Butt
IR Representative
Adelaide Capital
Direct: 416-844-6202
jessica@adcap.ca



To view the source version of this press release, please visit
<https://www.newsfilecorp.com/release/207185>

SOURCE Midwest Energy Emissions Corp.