

# Midwest Energy Emissions Corp. Announces New Multi-Year Contracting for Mercury Emissions Control

WORTHINGTON, OH -- (Marketwired) -- 11/13/14 -- Midwest Energy Emissions Corp (OTCQB: MEEC) today announced that its patented mercury emissions control technology has been chosen by a large coal-power producing electric utility in the upper-Midwest U.S. market. The multi-year agreement is for MATS compliance, employing ME2C's patented SEA technology on the dual-unit power plant.

The U.S. Environmental Protection Agency's (EPA) *Mercury and Air Toxic Standards* (MATS) rule requires that all of the estimated 900 coal-fired power plants in the U.S. larger than 25 megawatts remove roughly 90% of the mercury from their plant's emissions beginning April 16, 2015, with limited extensions granted for compliance in April 2016. ME2C 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.

CEO Alan Kelley stated, "We are very proud of the performance that our technology and our team have put forward, yet again, in winning this business. These two units represent great opportunity as we expand our presence nationally. We now have 15 Electrical Generating Units under contract, and the owners of these units have taken the time to fully appreciate the very dynamic solution that we provide to them for mercury emissions control."

Continued Kelley, "The industry that we service demands solutions that are dynamic, and reliable. Our SEA technology is powerful enough for us to guarantee results and eliminate the burden of MATS compliance for the coal-power industry with minimal plant disruptions and preserving the ability to recycle fly ash for beneficial use. This continues to be a very exciting time for us as we look forward to further advances of our technology within the U.S. market under MATS, and the emerging international market."

**About Midwest Energy Emissions Corp:** Midwest Energy Emissions Corp. (ME<sub>2</sub>C)

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 Minimata Convention on Mercury. Learn more at: [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. 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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Source: Midwest Energy Emissions Corp.