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MicroCoal™ Technologies Appoints Former President and CEO of Ontario Hydro International to Advisory Board

Vancouver, B.C., Canada – August 20, 2013 – MicroCoal™ Technologies Inc. (CNSX: MTI) (the “Company” or “MicroCoal™”, is pleased to announce that it has appointed Thomas S. Drolet to the Advisory Board.

“We are very pleased to welcome Thomas Drolet to the Advisory Board,” said Slawek Smulewicz, CEO and Director of the Company. *“Tom has had a 45-year career in many segments of the energy sector and has held senior positions in: electrical utilities, technology development, coal, natural gas, nuclear, distributed generation, geothermal and renewables companies. The Company is excited to work with Tom to tap into his Canadian, US and international networks. This relationship will allow the Company to expedite its marketing strategy to sell the MicroCoal™ technology on a global scale.”*

Tom was born in Ottawa, Canada. He holds a bachelor’s degree in Chemical Engineering from Royal Military College of Canada, a Master’s of Science degree in Nuclear Technology/Chemical Engineering and a DIC from Imperial College, University of London, England. He also holds a mini MBA from the University of Western Ontario (1980). Tom spent 26 years with Ontario Hydro in various engineering, research and operations functions (predominately Nuclear Energy). He formed and headed Canada’s R&D Program into Fusion (CFFTP) in 1982 and then moved into International Commercial work with Ontario Hydro International, a spin-off of the world’s fourth largest electrical utility, where he was named President and CEO in 1993.

Tom was then appointed Managing Director of American Electric Power, Canada, and President of Canadian Energy Opportunities, Inc. where he was involved in mergers, acquisitions and other consulting activities in the Canadian and US power sectors. He then joined DTE Energy Technologies as their head of International Business for Distributed Generation products. Most recently, he has worked in renewable energy doing electrical project work in Canada, USA, Chile, Peru and in Kenya. He was at Chernobyl, Ukraine soon after the accident in 1986, at Three Mile Island and has been on TV talking about Fukushima several times since the earthquake/tsunami/accident. He has given over 80 presentations on Energy, including coal fired power plants and coal supply over the last 35 years and continues consulting in most sectors of energy worldwide.

Tom Drolet, says: “I am convinced MicroCoal™ has an exciting technology and I am looking forward to being an ambassador for the Company and assisting its expansion into markets globally.” Coal plays a vital role in electricity generation worldwide. Coal-fired power plants currently fuel 41% of global electricity and the clean coal upgrading technology provided by MicroCoal will help reduce greenhouse gases as well as improve efficiencies for the utility thereby keeping the cost to consumers as low as possible.”

About MicroCoal Technologies Inc.

The Company is focused on commercializing its unique, clean-coal technology through its 100% owned subsidiary MicroCoal Inc. MicroCoal™ is a low-cost, internationally patented microwave technology that reduces moisture in low-rank coal, thereby upgrading the energy content of low-rank coal comparable to that of more expensive high-rank coal. One of the keys to commercial success for the application is its integration directly on-site at the utility's location, thus providing direct access to unused electricity during off-peak times. The resulting effect is that the power required in the drying process has a greatly reduced input cost. Nearly all coal-fired utilities world-wide will now be able to switch to lower cost, low-rank coal and obtain substantial economic and environmental benefits, including major reductions in fuel costs, improved boiler efficiencies, and up to a 70% reduction in emissions of SOx, NOx and mercury.

We seek safe harbor.

On behalf of the Board of Directors,

"Slawek Smulewicz"
CEO and Director

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FORWARD-LOOKING STATEMENTS

Certain statements included herein, including those that express management's expectations or estimates of our future performance constitute "forward-looking statements" within the meaning of applicable securities laws. Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable by management at this time, are inherently subject to significant business, economic and competitive uncertainties and contingencies. Investors are cautioned not to put undue reliance on forward looking statements. Except as required by law, the Corporation does not intend, and undertakes no obligation, to update any forward-looking statements to reflect, in particular, new information or future events. Neither CNSX nor its Regulation Services Provider (as that term is defined in the policies of the CNSX) accepts responsibility for the adequacy or accuracy of the release.