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MicroCoal™ Technologies Announces Appointment of Executive Vice President, Business Development Europe

Vancouver, B.C., Canada – October 28, 2013 – MicroCoal™ Technologies Inc. (CNSX: MTI) (Frankfurt: OFS.F) (OTC: CFQSF) is pleased to announce that Mr. Wojciech Balczun, MBA (Rotterdam School of Management, Erasmus University, Holland), a specialist in the field of management and international trade, has been appointed to the position of Executive Vice President for Business Development (Europe). From 2007-2013, Mr. Balczun held the position of Chief Executive Officer for PKP Cargo SA., the largest railway cargo carrier in Poland and the second largest in the European Union; and from 2002 to 2007 he held the position of Managing Director for PKO BP SA, the largest bank in Poland and one of the largest financial institutions in the region.

In addition, Mr. Balczun has been Chairman of the Board for numerous companies such as: LOT Polish Airlines, Employers of Poland, PKP Cargo International, Polish State Railways, Inteligo Financial Services and the Polish Tourism Development Agency. He also was a member of the Marketing Committee for VISA Poland and MasterCard Poland.

Over the past five years Mr. Balczun has been awarded many prestigious awards such as: "Manager of the Year 2009" by the economic magazine Home & Market, "The Platinum Laurel of Skills and Competence" by the National Chamber of Commerce, "The Konfederatka Award"-a distinction awarded by the Employers of Poland, "The One Who Changes Polish Industry Award" (award given by the Group PTWP with the editorial of the "New Industry" and the business portal WNP.pl), "The Best Business Partner for 2012 Award", and "The Top 20 Award" granted by Bloomberg BusinessWeek Poland for the best managers in the time of crisis category. He is 43 years old, married with two children.

Slawek Smulewicz, CEO and Director of the Company, reports: *"We are very pleased to welcome Wojciech Balczun to the management of MicroCoal™ Technologies Inc. He is an eminently successful businessman with a remarkable skill set and a complementary network that will play a leading role in MicroCoal's™ launch into Poland and the rest of the E.U.."*

Upon appointment as Executive Vice President, Business Development (Europe) Mr. Balczun stated: *"After working in large European corporations I accepted the proposal of working for MicroCoal™ Technologies Inc. with great satisfaction. I deeply believe that the company, which has at its disposal the unique technology for the dehumidification of coal, perfectly fits in the category of companies for which the preservation of environment is highly important. What is more, I am also convinced that MicroCoal™ Technologies Inc. will achieve a resounding, global success."*

About MicroCoal™ Technologies Inc.

The Company is focused on commercializing its unique, clean-coal upgrading technology known as MicroCoal™; a low-cost, patented microwave technology that reduces moisture in coal resulting in an upgraded energy content of coal. This process provides significant financial benefits to coal-fired electrical generating utilities such as: large cost savings from switching to low-rank coal, substantial increases in boiler efficiencies and heat output, improved ash efficiencies and reductions in scrubber costs. Important environmental benefits such as reductions in greenhouse gases (SOx up to 70%, NOx up to 50%, CO2 up to 17%) and mercury can also be derived from implementation of this technology. The Company is currently constructing the first commercial facility in Indonesia with other projects soon to be announced. The potential transaction value of MicroCoal™ installed projects being negotiated or under discussion currently exceeds \$200 million.

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.