



MicroCoal® Technologies Announces Appointment of Vice President of Research and Technology Development for MicroCoal International Inc.

Vancouver, B.C., Canada – July 3, 2014 – MicroCoal® Technologies Inc. (CSE: MTI) (Frankfurt: OFS.F) (OTC: CFQSF) (“MicroCoal” or the “Company”) announced today the appointment of Mr. Steven Lawson as Vice President of Research and Technology Development for MicroCoal International Inc., its wholly owned subsidiary. Mr. Lawson began his professional career in the aggregate handling and drying industry, and he subsequently has always been involved in heavy industry and process technology development.

Over the past ten years, he has been the Director of Engineering for CoalTek, where he was the principal engineer for their industrial microwave coal drying process. Previously, he headed the process automation department for the world's largest pollution control and draft management company, Amerex. While there, he executed projects in the utility, steel and cement industries; these included the control systems for Northwestern Steel and Wire and the National Institute of Standards and Testing. Mr. Lawson holds multiple U.S. and international patents in microwave based coal drying and briquetting technology. He attended the school of electrical engineering at Middle Georgia State College.

Mr. Lawrence Siegel, the CEO of MicroCoal, said, “Steve's addition to our team brings us much closer to further optimizing our microwave drying process for commercial applications. We're excited to have his contributions on many levels.”

In making the appointment, the Company's Board Chairman, Dr. James Young, commented, “The addition of Steve to the staff will be of enormous benefit; both from his experience and knowledge, and also in our capacity to accelerate many of the programs we have in the works to maximize efficiencies of our core technology.”

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 and mercury can also be derived from implementation of this technology. The Company is currently constructing the first commercial facility in Indonesia and discussions for other projects are underway.

On behalf of the Board of Directors,

“Dr. James Young”

Chairman of the Board of Directors

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FORWARD-LOOKING STATEMENTS

This press release contains certain forward-looking statements that reflect the current views and/or expectations of MicroCoal with respect to its performance, business and future events, including statements regarding cash flow, growth and future prospects of our business, the completion of the first full scale MicroCoal facility, our perceptions of the industry and markets in which we operate and anticipated trends in such markets, and the entry into of additional agreements for MicroCoal facilities. The reader is cautioned that forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, assumptions and other factors which are difficult to predict and that may cause actual results or events to differ materially from those anticipated in such forward-looking statements. Forward-looking statements are based on the then-current expectations, beliefs, assumptions, estimates and forecasts about the business and the industry and markets in which the Company operates. Forward-looking statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Assumptions underlying the Company's expectations regarding forward looking statements contained in this news release include, among others: that MicroCoal will complete the first full scale facility in Indonesia as expected, that negotiations will proceed for other projects. Investors are cautioned that all forward-looking statements involve risks and uncertainties including, without limitation, that the first full scale facility in Indonesia may not be completed or operate as expected and that MicroCoal may not be able to negotiate agreements for additional projects on terms acceptable to MicroCoal. These risks, as well as others, could cause actual results and events to vary significantly. Accordingly, readers should not place undue reliance on forward-looking statements, which are qualified in their entirety by this cautionary statement. 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 CSE nor its Regulation Services Provider (as that term is defined in the policies of the CSE) accepts responsibility for the adequacy or accuracy of the release.