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Clean Coal Technologies Appoints Strategic Advisor to Board of Directors

CORAL SPRINGS, FL -- (MARKET WIRE) -- 08/23/10 -- Clean Coal Technologies, Inc., CCTI, (PINKSHEETS: CCTC), a clean energy technology company, announced today that it has retained Ignacio Ponce De Leon as a Strategic Advisor to the CCTI Board of Directors.

Ignacio is a renowned financial professional specializing in emerging markets with over 20+ years of experience, both within the private and public sectors of the business. He is a highly accredited professional with extensive M&A and corporate finance experience, coupled to a broad knowledge of both the equity and fixed income public markets. His regional experience has focused on Emerging Markets, Europe, Asia, and Latin America, and his prior clients include some of the most prestigious companies in CCTI's targeted markets.

Ignacio's background is ideally suited to working with both the Board, and the Company to help attract anchor clients and financial institutions that will directly impact CCTI's market perception and value, in addition to assisting the Company to strengthen, and subsequently execute its business plan.

Robin Eves, CCTI Chief Executive Officer and member of the Board of Directors of the Company, says, "Our Company is very fortunate to secure the services of an industry recognized luminary such as Ignacio, who will provide the experience to assist the company in its transition from a late stage development company, to a true market leader in our sector. This will include assuring that the Company's strategic direction and business plan are aligned, assist in identifying the best financial partners, and provide guidance on the ongoing financial engineering of the Company."

Ignacio's profile will be posted on the Company's website.

Matters discussed in this press release contain forward-looking statements. Investors are cautioned that such forward-looking statements involve risk and uncertainties, which could significantly impact the actual results, performance or achievements of the Company. Such risks and uncertainties include, but are not limited to, the time frame for production of revenue, product development and commercial introduction, the impact of rapid price and technological change and competition, manufacturing and supply uncertainties and other risks.

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