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Clean Coal Technologies Engages Trilogy Capital Partners to Lead Financial Communications and Investor Relations Initiatives

Trilogy to Drive Investor Awareness for Clean Coal's Revolutionary Patented Technology to Convert Raw Coal Into a Cleaner Burning Fuel

NEW YORK, NY -- (Marketwire) -- 05/30/12 -- Clean Coal Technologies, Inc. (OTCQB: CCTC) (PINKSHEETS: CCTC), an emerging cleaner-energy company utilizing patented technology to convert raw coal into a cleaner burning fuel, today announced the engagement of Trilogy Capital Partners to lead its financial communications and investor relations initiatives.

Trilogy is a New York-based financial communications firm providing strategic communications and investor relations support for dynamic and fast growing companies. Trilogy's mandate is to drive investor awareness for Clean Coal Technologies as it capitalizes on society's rising demand for cleaner energy, with a more efficient, less polluting, and cost-competitive treated-coal product for use in both the United States and around the world. Trilogy will aim to generate sustainable market interest in Clean Coal Technologies, while supporting the company's commitment to growth in revenues, earnings and shareholder value.

"The depth of market experience represented by the Trilogy team, combined with Clean Coal Technologies' high-growth focus on developing a game-changing technology for the coal industry, make the timing of this relationship ideal," said Robin Eves, CEO of Clean Coal Technologies, Inc. "Together with Trilogy, we intend to use all communication channels available to disseminate a robust stream of news and information supporting maximum transparency so we can keep the financial community apprised of our ongoing successes."

Trilogy's responsibilities under the agreement include ongoing contact with prospective institutional and retail investors, as well as the distribution of news, research and information to Clean Coal Technologies' current shareholders and potential investors. Trilogy will also manage outreach and presentations to institutional investors and others in the financial community through industry meetings, as well as national and international financial conferences.

"As a pioneer and early leader in coal treatment processes, Clean Coal Technologies is poised to benefit from the significant demand for clean energy applications designed for use with abundant fuel sources such as coal by both emerging and developed economies around

the world," said Darren Minton, President of Trilogy. "We are pleased to have the opportunity to work with Mr. Eves and his team to bring Clean Coal's impressive growth story to the attention of the global investment community."

Clean Coal Technologies participates in the rapidly growing worldwide market of clean energy, through its patented Pristine™ and Pristine-M™ technologies, the most advanced of which reduces both moisture and unwanted volatile matter in coal. The majority of competing technologies require that the coal be pulverized prior to processing, and then pelletized, which substantially increases the amount of energy consumed in upgrading the coal, and thus the overall cost of the end product. Clean Coal Technologies' innovative process, on the other hand, effectively removes moisture, volatiles, and increases the heating value of the final product without compromising the structural integrity of the raw coal. Owing to product quality and stability, as attested by rigorous tests, and to superior process economics, Clean Coal Technologies has been able to secure important strategic alliances in Asia, which at present, is the most dynamic coal-based energy market in the world. Through the Clean Coal Technologies - Archean Group partnership, a 1:10 scale commercial unit is to be constructed in Oklahoma with funding for its construction already committed.

As part of the process to commercialize its technology around the globe, Clean Coal Technologies has entered into a worldwide agreement with its engineering consultant, Science Applications International Corporation ("SAIC"), a Fortune 500, \$11 billion public company that is the single largest engineering consultant to the U.S. government in the world. SAIC will provide the engineering design, procurement and construction of all plants in China, the U.S., and other countries. SAIC has been associated with Clean Coal's technology since 1998.

About Clean Coal Technologies, Inc.

Clean Coal Technologies, Inc., a cleaner-energy technology company with headquarters in New York City, NY, holds patented process technology and other intellectual property that converts raw coal into a cleaner burning fuel. The Company's trademarked end products, "PRISTINE™" coals, are significantly more efficient, less polluting, more cost-effective, and provide more heat than untreated coal. The principal elements of the Company's pre combustion technology are based on well-proven science and tried-and-tested industrial components. The Company's clean coal technology may reduce some 90% of chemical pollutants from coal, including Sulfur and Mercury, thereby resolving emissions issues affecting coal-fired power plants.

For more information about Clean Coal Technologies please visit:

www.cleancoaltechnologiesinc.com

Forward-Looking Statements

In addition to historical information, this press release may contain forward-looking statements that reflect the Company's current expectations and projections about future results, performance, prospects and opportunities. These forward-looking statements are based on information currently available to us and are subject to a number of risks, uncertainties and other factors that may cause actual results, performance, prospects or opportunities to be materially different from those expressed in, or implied by, such forward

looking statements. You should not place undue reliance on any forward-looking statements. Except as required by federal securities law, the Company assumes no obligation to update publicly or to revise these forward-looking statements for any reason, or to update the reasons actual results could differ materially from those anticipated in these forward-looking statements, even if new information becomes available, new events occur or circumstances change in the future.

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