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FOR IMMEDIATE RELEASE

**HYDROGEN ENGINE CENTER, INC. RETAINS PORTER, LEVAY & ROSE, INC. AS
INVESTOR RELATIONS COUNSEL**

ALGONA, IOWA, July 3, 2007 -- Hydrogen Engine Center, Inc., (OTCBB: HYEG), a designer, manufacturer and distributor of alternative-fueled internal combustion engines and distributed power generation equipment, announced today that it has retained Porter, LeVay & Rose as its investor relations and financial communications agency.

Porter, LeVay & Rose is a full-service investor relations firm based in New York City with 35 years' experience representing a variety of public and private companies and financial institutions in the US and abroad. PLR has also substantial experience in the energy sector.

Don Vanderbrook, Chief Operating Officer of HEC, said, "We are pleased that Porter, LeVay & Rose will be representing Hydrogen Engine Center to the investment community, to our shareholders and to the financial media. With the nation's attention focused on alternatives to oil-fueled energy production, our anhydrous ammonia solution offers the market a potential replacement of existing technology. Deployable today, it promises a carbon-free future and an end to our reliance on Middle Eastern oil with minimal disruption of our lifestyles. This is due in large part to an existing infrastructure which can provide anhydrous ammonia as a fuel now, not years from now, which makes this alternative economically feasible. To communicate the big picture as well as the intricacies of our engineering and financial stories, we will rely greatly on PLR's talents and decades of experience."

Michael Porter, President of Porter, LeVay & Rose, Inc., stated, "HEC has something that very few other alternative energy companies have, a solution that works right now. Anhydrous ammonia, which HEC has dubbed 'the other hydrogen,' is the easiest and most commercially viable way to store the hydrogen that will ultimately fuel power generation equipment for distributed power, agricultural, industrial, airport ground support, off-road vehicular, business and home applications. The Oxx Power™ hydrogen-fueled genset currently powering HEC's dyno room is one of the first of many.

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“Anhydrous ammonia as a fuel has been around for quite a while; NASA used it in the X-15 that General Chuck Yeager, Neil Armstrong and other pilots flew beginning in 1959. Because America already has a chemical industry that produces millions of gallons of ammonia daily for industrial and commercial uses, we already have the infrastructure in place, down to the tanker trucks that deliver it to retail outlets. Environmentally, HEC’s engines do not produce carbon emissions when run on carbonless fuels; ammonia is one nitrogen atom and three hydrogen atoms in a single molecule, so there’s no carbon to burn. The cleanliness, ease of storage, availability and hydrogen density of ammonia make it an ideal fuel, and HEC has filed 5 patents on its ammonia engines. HEC’s engines are mainly for industrial use, with other potential applications beyond that in development.

Porter concluded, “We are looking forward to telling Wall Street and others about this exciting and potentially revolutionary company.”

About Hydrogen Engine Center, Inc.

Hydrogen Engine Center, Inc. (HEC) designs, manufactures and distributes alternative-fueled internal combustion engines, engine controls and fuel delivery systems and power generation equipment for distributed power, agricultural, industrial, airport ground support, off-road vehicular, business and home applications. All HEC engines and power generation equipment are capable of running on a multitude of fuels, including but not limited to, hydrogen, ammonia, synthetic gas, coal bed methane, gasoline, and ethanol. HEC trades on the Bulletin Board under the symbol "HYEG.OB." Principal offices are located at 2502 E Poplar St., Algona, Iowa 50511. Visit www.hydrogenenginecenter.com or in the US dial 515-295-3178 for more information.

This press release may contain certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Investors are cautioned that such forward-looking statements involve risks and uncertainties, including without limitation, acceptance of the Company's products, increased levels of competition for the Company, new products and technological changes, the Company's dependence on third-party suppliers, the availability of capital and other risks detailed from time to time in the Company's periodic reports filed with the Securities and Exchange Commission.

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