



FOR IMMEDIATE RELEASE

**ADA-ES SCHEDULES 2008 SECOND QUARTER FINANCIAL
RESULTS NEWS RELEASE AND CONFERENCE CALL FOR TUESDAY, AUGUST 5, 2008**

LITTLETON, CO – July 29, 2008 – ADA-ES, Inc. (NASDAQ: ADES) today announced that it will issue its financial results for the second quarter ended June 30, 2008 on Tuesday, August 5, 2008 before the stock market opens.

Dr. Michael Durham, President & CEO, and Mark McKinnies, CFO, will conduct a conference call to review its financial results as well to provide an update on the development of its Activated Carbon manufacturing facility and recent progress with its CO₂ control business at 10:00 a.m. EDT on Tuesday, August 5th. Interested parties may participate in the call by dialing 888-787-0460. Please call in 10 minutes before the call is scheduled to begin, and ask for the ADES call (conference ID # 56202710).

The conference call will also be webcast live via the Investor Information section of ADA-ES' website at www.adaes.com. To listen to the live call please go the website at least 15 minutes early to register, download and install any necessary audio software. If you are unable to listen live, the conference call will be archived on the website.

About ADA-ES

ADA-ES is a leader in clean coal technology and the associated specialty chemicals. The Company develops and implements proprietary environmental technology and specialty chemicals that enable coal-fueled power plants to enhance existing air pollution control equipment, maximize capacity and improve operating efficiencies. Through its largest and fastest-growing segment, Mercury Emission Control, ADA-ES supplies activated carbon injection systems, activated carbon, mercury measurement instrumentation, and related services. To meet the needs of the power industry for mercury control, the Company is developing state-of-the-art facilities to produce activated carbon (AC) with the first plant projected to come on-line in 2010. Additionally, the Company is developing technologies for power plants to address issues related to the emissions of carbon dioxide.

This press release and the conference call referenced in this press release contain forward-looking information within the meaning of Section 21E of the Securities Exchange Act of 1934, which provides a "safe harbor" for such statements in certain circumstances. These statements are or will be based on current expectations, estimates, forecasts, projections, beliefs and assumptions of our management. These statements will be prefaced by words or phrases such as "believe," "will," "hope," "expect," "anticipate," "intend" and "plan," the negative expressions of such words, or words of similar meaning, and these statements will include, but will not necessarily be limited to, statements or expectations regarding future financial measures, anticipated projects and new contracts, our plans to build a new activated carbon (AC) production facility and to secure interim AC supplies, availability of AC treatment and storage facilities, status of qualification of our "clean coal" technology for Section 45 tax credits, development of CO₂ capture

technology, and size of and anticipated growth in our target markets and our position in those markets. Such statements involve significant risks and uncertainties. Actual events or results could differ materially from those discussed in the forward-looking statements as a result of various factors, including but not limited to, availability of financing for and changes in the costs and timing of construction of the planned AC facility; availability of raw materials and treatment and storage facilities; changes in laws or regulations; changing economic conditions and market demand; changes in technology; availability of federal funding; our ability to secure necessary permits and other regulatory approvals; operational difficulties; availability of skilled personnel; and other factors discussed in greater detail in our filings with the Securities and Exchange Commission (SEC). You are cautioned not to place undue reliance on our forward-looking statements and to consult filings we make with the SEC for additional risks and uncertainties that may apply to our business and the ownership of our securities. Our forward-looking statements are presented as of the date made, and we disclaim any duty to update such statements unless required by law to do so.

Contacts:

ADA-ES, Inc.

Michael D. Durham, Ph.D., MBA, President & CEO

Mark H. McKinnies, CFO

(303) 734-1727

www.adaes.com

Investor Relations Counsel

The Equity Group Inc.

www.theequitygroup.com

Melissa Dixon, (212) 836-9613

Mdixon@equityny.com