



FOR IMMEDIATE RELEASE

ADA-ES ANNOUNCES APPOINTMENT OF SHARON SJOSTROM AS CHIEF TECHNOLOGY OFFICER

Dr. Connie Senior Joins R&D Staff and Mr. James Mitchell Expands Sales and Marketing Team

Littleton, CO – January 31, 2011 – ADA-ES, Inc. (NASDAQ:ADES) (“ADA” or the “Company”) today announced that the Board of Directors has approved the promotion of Ms. Sharon Sjostrom from VP of Technology to the newly created Chief Technology Officer (CTO) position. Ms. Sjostrom joined the Company in 2003 when ADA acquired her company, EMC Engineering, LLC. Since that time, she has been responsible for running the Company’s mercury control programs. In addition, she initiated ADA’s carbon capture program and secured over \$20 million in DOE and industry funding to develop this promising technology. As CTO, she will be responsible for driving commercialization of new emission control technologies in the Company’s pipeline. Ms. Sjostrom has a Masters Degree in Mechanical Engineering from the California Institute of Technology (Caltech) and an MBA from the University of Denver.

The Company also announced two recent additions to its senior staff. Dr. Connie Senior, an internationally recognized expert in mercury control and combustion and slag chemistry, joined ADA in January as Senior Scientist. Dr. Senior, who has a Ph.D. from Caltech in Environmental Engineering Science, has worked on many of the Company’s mercury control programs as a subcontractor over the past decade. Dr. Senior will focus her attention on further optimization of the Company’s expected high margin technologies, Refined Coal and Enhanced Coal, as well as support customers in meeting the pending MACT regulations on mercury and other hazardous air pollutants. In addition, Mr. James Mitchell joined the Company in December as Director of Sales, Emissions Control Systems. Mr. Mitchell is responsible for building a national sales force to enhance sales of the Company’s emissions control offerings for markets created by new and pending MACT regulations.

Dr. Michael Durham, President and CEO of ADA, stated, “EPA is scheduled to finalize the Industrial Boiler MACT this February and release the draft Utility MACT in March. We are very excited about the creation of what we believe will be significant new markets for our products and services, and we are expanding our technical and sales staff to take advantage of this opportunity.”

Ms. Sjostrom, Dr. Senior, and Mr. Mitchell will be part of the team representing ADA at the Energy, Utility & Environmental Conference (EUEC) Conference being held this week in Phoenix, AZ. ADA is exhibiting and presenting papers at the conference which is expected to attract over 2000 industry participants.

About ADA-ES

ADA-ES is a leader in clean coal technology and the associated specialty chemicals, serving the coal-fueled power plant industry. Our proprietary environmental technologies and specialty chemicals enable power

plants to enhance existing air pollution control equipment, minimize mercury, CO₂ and other emissions, maximize capacity, and improve operating efficiencies, to meet the challenges of existing and pending emission control regulations.

With respect to mercury emissions:

- We supply activated carbon ("AC") injection systems, mercury measurement instrumentation, and related services.
- We are also a joint venture participant in ADA Carbon Solutions ("ADA-CS"), which has commenced operations at its state-of-the-art AC production facility.
- Under an exclusive development and licensing agreement with Arch Coal, we are developing and commercializing an enhanced Powder River Basin ("PRB") coal with reduced emissions of mercury and other metals.
- Through our consolidated subsidiary, Clean Coal Solutions, LLC ("CCS"), we provide our patented refined coal technology, CyClean, to enhance combustion of and reduce emissions from burning PRB coals in cyclone boilers.

In addition, we are developing CO₂ emissions technologies under projects funded by the U.S. Department of Energy ("DOE") and industry participants.

This press release contains forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934, which provides a "safe harbor" for such statements in certain circumstances. The forward-looking statements include, but will not necessarily be limited to, statements or expectations regarding the adoption by the EPA of a final Industrial Boiler MACT this February and the release of the draft Utility MACT in March, the development of significant new markets for our products and services as a result of these regulatory developments and the need for expansion of our technical and sales staff to take advantage of this perceived opportunity. These statements are based on current expectations, estimates, projections, beliefs and assumptions of our management. 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, changes in laws and regulations; changes in accounting rules 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.

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