



## **FOR IMMEDIATE RELEASE**

### **ADA-ES TO PRESENT AT WEDBUSH MORGAN CLEAN TECHNOLOGY & INDUSTRIAL GROWTH CONFERENCE ON TUESDAY, NOVEMBER 3<sup>RD</sup>**

**LITTLETON, CO** — October 29, 2009 – ADA-ES, Inc. (NASDAQ:ADES) today announced that Michael D. Durham, President and CEO and Mark McKinnies, Senior Vice President and CFO will present at the Wedbush Morgan Securities Clean Technology & Industrial Growth Conference on Tuesday, November 3, 2009 at 1:30 pm PT at the W Hotel in San Francisco.

The presentation and accompanying slides will be webcast live via the Investor Information section of the Company's website at [www.adaes.com](http://www.adaes.com). If you are unable to listen live, the presentation will be archived on the website. Additionally, the presentation slides will be filed as a Current Report on Form 8-K with the U.S. Securities and Exchange Commission on November 3, 2009.

#### **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 segment, Mercury Emission Control, ADA-ES supplies activated carbon injection systems, mercury measurement instrumentation, and related services. To meet the needs of the power industry for mercury control, the Company, in a joint venture with ECP (the "JV"), 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 contains and the presentation will contain 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 statements relating to future contracts, projects, technologies, employees, project funding, ownership, tax credits, revenues and expenses; the new AC facility the JV is building; the JV's ability to supply AC; future supply and demand, the likelihood, timing and impact of new laws, regulations and court rulings on our target markets; and anticipated sizes of and growth in our target markets. 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, government funding, prices, economic conditions and market demand; impact of competition and litigation; availability, cost of and demand for alternative energy sources and other technologies; operational difficulties; availability of skilled personnel; failure to satisfy performance guaranties; risks related to the*

*JV such as changes in the costs and timing of construction of the AC facility, failure to raise additional financing or satisfy conditions in existing agreements and inability to sign or close acceptable coal supply and off-take agreements in a timely manner; availability of raw materials and equipment for our businesses; 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.*

Contact:

ADA-ES, Inc.  
Michael D. Durham, Ph.D., MBA, President  
Mark H. McKinnies, Senior VP & CFO  
(303) 734-1727  
[www.adaes.com](http://www.adaes.com)

-or-

Investor Relations Counsel  
The Equity Group Inc.  
[www.theequitygroup.com](http://www.theequitygroup.com)  
Melissa Dixon, (212) 836 9613  
[MDixon@equityny.com](mailto:MDixon@equityny.com)  
Linda Latman, (212) 836-9609  
[LLatman@equityny.com](mailto:LLatman@equityny.com)