



FOR IMMEDIATE RELEASE

ADA-ES AWARDED CONTRACT TO SUPPLY MERCURY CONTROL SYSTEM

LITTLETON, CO – January 7, 2009 – ADA-ES, Inc. (NASDAQ:ADES) announced today that it has been awarded a contract to provide an activated carbon injection (ACI) system for mercury emissions control from a coal-fired electric generating unit in the upper Midwest. The ACI system is designed to control mercury emissions from an 850 megawatt unit burning low sulfur sub-bituminous coal from the Powder River Basin. Delivery of the system will be in the fall of 2009.

Dr. Michael Durham, President and CEO of ADA-ES stated, "ACI system sales are vital to the Company as they represent a significant portion of our near-term growth potential and revenues. However, the market for ACI systems also validates the increasing need for a continuous supply of activated carbon (AC). Plants that are purchasing ACI systems are the target market for long-term off-take contracts for AC produced from our AC manufacturing facility in Northwest Louisiana, now under construction."

Dr. Durham continued, "The market for mercury control systems is driven by requirements on existing plants in the 16 states that have enacted their own mercury emissions regulations and by federal regulations on new power plants. We are also seeing quite a bit of activity in several Canadian provinces, where mercury emissions regulations will become effective in 2010 and 2011."

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 (AC), 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 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 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 included in this release include statements regarding the expected delivery date of the ACI system, effective dates of

Canadian regulations and timing of commencement of operations at the Company's AC facility. 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 the costs and timing of construction of the planned AC facility; failure to raise additional equity financing needed for the facility; failure to satisfy funding or other conditions in the equity financing agreements for the facility; inability to sign or close acceptable debt financing, coal supply or off-take agreements with respect to the facility in a timely manner; availability of raw materials, equipment and treatment and storage facilities; changes in laws or regulations, prices, economic conditions and market demand; impact of competition and litigation; cost of and demand for alternative energy sources; 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.

Contact:

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

-or-

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