



FOR IMMEDIATE RELEASE

ADA-ES TO PRESENT AT PRITCHARD CAPITAL PARTNERS ENERGIZE 2010 CONFERENCE ON WEDNESDAY, JANUARY 6TH

LITTLETON, CO — December 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 Pritchard Capital Partners Energize 2010 Conference on Wednesday, January 6, 2010 at 9:20 a.m. (Pacific Time) at The Westin San Francisco Market Street Hotel.

The audio webcast of the presentation will be live via the Investor Information section of the Company's website at www.adaes.com. If you are unable to listen live, the webcast will be archived on the website. Additionally, the presentation slides will be available on ADA's website and filed as a Current Report on Form 8-K with the U.S. Securities and Exchange Commission on January 6, 2010.

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, a joint venture of ADA-ES, ADA Carbon Solutions ("ACS"), is developing state-of-the-art facilities to produce activated carbon ("AC") with the first plant projected to come on-line in 2010. In addition, ADA-ES, through its Clean Coal Solutions ("CCS") joint venture, provides its patented refined coal technology, CyClean, to utilities to enhance combustion of and reduce emissions from Powder River Basin coals in cyclone boilers. ADA-ES is also developing technologies for power plants to address issues related to the emissions of carbon dioxide. For more information, visit: www.adaes.com.

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 coal; future bids, projects, contracts, financing, ownership of ACS, tax credits, production and various financial measures; the likelihood, timing and impact of new laws, regulations and court rulings on our target markets; anticipated sizes of and growth in our target markets; future supply and demand; the new AC facility ACS is building; ACS's ability to supply AC; and litigation. 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; availability of raw materials and equipment for our businesses; specific risks related to ACS 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, termination of existing agreements and actions of ACS's other owner; CCS's ability to negotiate acceptable contracts for sale of Refined Coal and to monetize the tax credits; 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