



## **FOR IMMEDIATE RELEASE**

### **ADA-ES RENAMES ITS ACTIVATED CARBON JOINT VENTURE**

#### **Marilyn Treacy Named Vice President of Sales and Marketing**

**LITTLETON, CO** – February 2, 2009 – ADA-ES, Inc. (NASDAQ:ADES) announced that Crowfoot Development, LLC, a joint venture with Energy Capital Partners I, LP and its affiliated funds, has changed its name to ADA Carbon Solutions, LLC (ADA Carbon). ADA Carbon Solutions will be focused on the production of activated carbon (AC) for the mercury emissions control market for coal-fired power plants and other environmental applications. This new name leverages the strong brand that ADA-ES has established in both the environmental and coal-fired industries and emphasizes its unique ability to provide total solutions to its customers.

Marilyn Treacy, ADA Carbon's new Vice President of Sales and Marketing, will lead the effort to bring AC products to market. ADA Carbon is currently building the largest and cleanest AC plant in the U.S. to meet the demand for reduced mercury emissions from power plants and clean water. Ms. Treacy, who brings many years of senior management experience with industrial chemical sales, commented on the name change, "When customers purchase AC from us, we want them to know that the product is backed by the same high quality, innovative solutions ADA-ES has brought to the power industry for decades."

Dr. Michael Durham, President and CEO of ADA-ES, commented, "We are thrilled to have Marilyn on board to lead our sales and marketing efforts for AC products. She joins the highly experienced senior management team of ADA Carbon Solutions, which has hit the ground running. We are currently delivering AC to customers from our interim processing facility, while we are constructing the new AC plant which will begin operations in 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 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 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 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 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.*

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