



FOR IMMEDIATE RELEASE

ADA-ES AWARDED MULTI-YEAR CONTRACT TO SUPPLY ACTIVATED CARBON

LITTLETON, CO – February 10, 2009 – ADA-ES, Inc. (NASDAQ:ADES) announced that ADA Carbon Solutions, its joint venture with Energy Capital Partners I, LP and its affiliated funds, has signed a contract with a major Midwestern utility to supply treated activated carbon (AC) for mercury emission control on two coal-fired boilers burning Powder River Basin (PRB) coal. The multi-year contract requires ADA to begin delivering AC in early spring, 2009 for the first unit with additional deliveries required in 2010 for the second boiler. The contract also contains an option for higher AC quantities as needed to meet regulatory needs.

Construction of ADA's new large scale AC production facility in Coushatta, LA remains on-schedule. As of this date, the first of four furnaces has been erected and construction of the second furnace is well underway.

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 carbon dioxide emissions.

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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