



FOR IMMEDIATE RELEASE

ADA-ES AWARDED CONTRACT FOR TWO MERCURY CONTROL SYSTEMS AT NEW POWER PLANT

Littleton, CO – February 26, 2009– ADA-ES, Inc. (NASDAQ: ADES) today announced that it has been awarded a contract to supply activated carbon injection (ACI) systems for mercury emission control for two new coal-fired boilers currently being constructed in the Eastern region in the United States. The boilers will produce a combined generating capacity of 660 gross megawatts of electricity. ADA-ES expects to deliver the systems to the new plant during the fall of 2010.

Dr. Michael Durham, President & CEO of ADA-ES, stated “Our 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 and reliable supply of high quality, activated carbon (AC). Power plants that are purchasing ACI systems are the target market for long-term off-take contracts for AC produced from our AC manufacturing and processing facilities in Northwest Louisiana.”

Dr. Durham continued, “The market for mercury control systems and activated carbon is driven by requirements on both existing and new power plants under both State mandated and Federal regulations. We are also seeing markets developing in the Canadian Provinces where new mercury emission regulations go into effect in 2010 and 2011. With the likely potential for a new Federal Maximum Achievable Control Technology (MACT) regulation under the current Administration, the demand and market potential for both ACI systems and AC required to meet these proposed regulations will grow significantly.”

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 building 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 production capacity of the new boilers, timing of delivery of the new ACI systems, timing and impact of mercury control regulations, market demand and 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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