



FOR IMMEDIATE RELEASE

**ADA-ES SCHEDULES 2008 FOURTH QUARTER AND YEAR-END FINANCIAL RESULTS
NEWS RELEASE AND CONFERENCE CALL FOR WEDNESDAY, MARCH 25, 2009**

Announces 2008 Fourth Quarter Non-Cash Charges

Comments on American Recovery and Reinvestment Act

LITTLETON, CO – March 13, 2009 – ADA-ES, Inc. (NASDAQ:ADES) announced today that it will issue its financial results for the fourth quarter and year ended December 31, 2008 on Wednesday, March 25, 2009 before the stock market opens.

Dr. Michael Durham, President & CEO and Mark McKinnies, CFO, will conduct a conference call focusing on the financial results, pending clean coal initiatives, progress on its interim AC storage and processing facility, an update on the now under construction AC manufacturing facility along with the status of its debt and equity financing, and other developments at 10:00 a.m. ET on Wednesday, March 25, 2009. Interested parties may participate in the call by dialing 888-787-0460. Please call in 10 minutes before the call is scheduled to begin, and ask for the ADES call (conference ID # 84357151).

The conference call will also be webcast live via the Investor Information section of ADA-ES' website at www.adaes.com. To listen to the live call please go the website at least 15 minutes early to register, download and install any necessary audio software. If you are unable to listen live, the conference call will be archived on the website.

FOURTH QUARTER NON-CASH CHARGES

ADA-ES also announced that there will be approximately \$3 million in aggregate non-cash charges taken in the fourth quarter of 2008. Of this amount:

- \$1.6 million relates to a goodwill impairment of its flue gas conditioning ("FGC") operations, due to significant declines in discounted future operating cash flows as a result of regulatory uncertainty, which caused the implied fair values of the FGC segment to be less than book value.
- \$1.2 million relates to the development of our activated carbon ("AC") production and processing facilities; a portion of these costs was deferred prior to the formation of the ADA Carbon Solutions joint venture with Energy Capital Partners I, LP and its affiliated funds. The joint venture is currently constructing the largest AC production facility in

North America, which we currently expect to be operational in 2010 and have the capacity to produce between 125 million and 175 million pounds per year.

- \$170,000 is related to accelerated vesting of stock options, exercisable into approximately 100,000 shares of ADA common stock, at exercise prices ranging from \$8.60 to \$10.20 per share through August 23, 2014. The Board of Directors accelerated the vesting of these underwater stock options so that future periods would not be burdened by such compensation charges.

COMMENTS ON ACTIVITIES IN WASHINGTON D.C.

Dr. Michael Durham, President and CEO of ADA-ES stated, "In spite of the poor condition of the general economy, there are a number of reasons to be optimistic that markets for our products may increase this year as a result of action by the new Administration and Congress. The two key areas on which the investor should focus are progress on a Federal regulation on mercury emissions and increased spending for developing technology to address greenhouse gases. On February 6, EPA announced that it is withdrawing its appeal of the DC Circuit Court ruling requiring the agency to regulate mercury under section 112 of the Clean Air Act Amendments. This sends a strong signal that EPA will begin the process that will result in mercury emissions limits based upon Maximum Achievable Control Technology. Our analysis indicates that this would result in a market for activated carbon in excess of a billion dollars per year."

Dr. Durham continued, "We are also seeing increased funding for clean coal technology. The newly enacted American Recovery and Reinvestment Act allocated \$3.4 billion to support development and demonstration of technology to capture and store carbon dioxide from coal-fired power plants. Although ADA currently has funding from DOE and power generators to support testing of our solid sorbent-based carbon capture technology, funding on the order of \$50 to \$100 million will be required to perform a scale-up of the technology. We expect that funding for larger-scale demonstrations of our technology will soon be made available from the stimulus bill through competitive DOE procurement activity. ADA has been successful in this arena in the past, with awards totaling approximately \$80 million that supported development of our mercury control work."

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 constructing 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 and the conference call referenced in this press release will include 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, but will not necessarily be limited to, statements or expectations regarding future revenues, funding requirements and other financial measures, anticipated projects and new contracts, our AC production and processing facilities, our interim AC supply plans, expected governmental actions, sizes of and changes in our target markets, our Refined Coal technology and related tax credits, our CO₂ capture technology, federal funding of our technology development and related matters. 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 AC facility; failure to raise additional equity financing; failure to satisfy funding or other conditions in our equity financing agreements; inability to sign or close acceptable debt financing, coal supply or off-take agreements with respect to the AC facility in a timely manner; availability of raw materials, equipment and treatment and storage facilities; the government's failure to enact regulations or appropriate funds that benefit our business; changes in laws and regulations, 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; results of demonstrations of our technologies 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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