



## **FOR IMMEDIATE RELEASE**

### **ADA-ES SCHEDULES 2010 FOURTH QUARTER AND YEAR-END FINANCIAL RESULTS NEWS RELEASE AND CONFERENCE CALL FOR FRIDAY, MARCH 25, 2011**

**LITTLETON, CO – March 17, 2011** – ADA-ES, Inc. (NASDAQ:ADES) announced today that it will issue its financial results for the fourth quarter and year-ended December 31, 2010 on Friday, March 25, 2011 before the stock market opens.

Michael Durham, President & CEO, and Mark McKinnies, CFO, will conduct a conference call focusing on the financial results and business activities at 10:00 a.m. ET on Friday, March 25, 2011. Interested parties may participate in the call by dialing (877) 407-4019 (Domestic) or (201) 689-8337 (International). Please call in 10 minutes before the call is scheduled to begin, and ask for the ADES call.

The conference call will also be webcast live via the Investor Information section of ADA-ES' website at [www.adaes.com](http://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.

#### **About ADA-ES**

ADA-ES is a leader in clean coal technology and the associated specialty chemicals, serving the coal-fueled power plant industry. Our proprietary environmental technologies and specialty chemicals enable power plants to enhance existing air pollution control equipment, minimize mercury, CO<sub>2</sub> and other emissions, maximize capacity, and improve operating efficiencies, to meet the challenges of existing and pending emission control regulations.

With respect to mercury emissions:

- We supply activated carbon ("AC") injection systems, mercury measurement instrumentation, and related services.
- We are also a joint venture participant in ADA Carbon Solutions ("ADA-CS"), which has commenced operations at its state-of-the-art AC production facility.
- Under an exclusive development and licensing agreement with Arch Coal, we are developing and commercializing an enhanced Powder River Basin ("PRB") coal with reduced emissions of mercury and other metals.
- Through our consolidated subsidiary, Clean Coal Solutions, LLC ("CCS"), we provide our patented refined coal technology, CyClean, to enhance combustion of and reduce emissions from burning PRB coals in cyclone boilers.

In addition, we are developing CO<sub>2</sub> emissions technologies under projects funded by the U.S. Department of Energy ("DOE") and industry participants.

*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 contracts, projects, technologies, project funding, ownership of ADA-CS, tax credits, revenues, expenses and other financial measures; ADA-CS's AC plant; ADA-CS' ability to supply AC and fund its operations and obligations; production levels at our RC facilities; future supply and demand; expected governmental actions including the impact of new and pending laws and regulations; sizes of and changes in our target markets; existing litigation 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 laws and regulations, government funding, prices, economic conditions and market demand; timing and impact of new and pending laws and regulations and any legal challenges to them; negative outcomes in our legal proceedings; impact of competition; availability, cost of and demand for alternative energy sources and other technologies; technical and operational difficulties; inability to commercialize our technologies on favorable terms; additional risks related to ADA-CS including lack of continued funding, demand of payment on existing loans and other obligations, inability to obtain necessary permits, our lack of control of ADA-CS and further dilution of our interest; additional risks related to CCS' including failure of its leased facilities to continue to produce coal which qualifies for IRS Section 45 tax credits, termination of the leases of such facilities, decreases in the production of RC and failure to build additional RC facilities to meet the recently extended placed-in-service date; our inability to come to terms with industry partners concerning the DOE CO<sub>2</sub> capture technology project; availability of raw materials and equipment for our businesses; loss of key 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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