



FOR IMMEDIATE RELEASE

ADA-ES AWARDED CONTRACT TO SUPPLY THREE MERCURY CONTROL SYSTEMS

LITTLETON, CO – April 21, 2009 – ADA-ES, Inc. (NASDAQ:ADES) announced today that it has been awarded three contracts to provide Activated Carbon Injection (ACI) systems for mercury emissions control from three coal-fired electric generating units in Canada. The units, which produce a total of 1315 megawatts of power, are burning low-sulfur sub-bituminous coal mined in Canada. Delivery of the systems is expected to be in the fourth quarter of 2009.

Dr. Michael Durham, President and CEO of ADA-ES stated, "ADA has been conducting mercury control demonstrations and testing projects in Canada for the past several years. This award is the culmination of that testing and validation of our technology for the Canadian coal-fired power industry. We expect this market to be active throughout 2009 as several Canadian power companies are preparing to meet January 2011 emissions regulations."

Dr. Durham continued, "The current market for our mercury control systems and powdered activated carbon sorbents is being driven by regulations in 16 states, new power plants being constructed, and regulations in several Canada provinces. We believe this market will expand significantly once a new federal mercury regulation is finalized in the U.S., either through Congress or the Environmental Protection Agency."

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 expected delivery date of the ACI systems, activity in the Canadian market for ACI systems, effective dates of Canadian regulations, significant expansion of the

Company's target markets and timing of commencement of operations at 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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