



### **For Immediate Release**

## **ADA-ES ADDED TO THE RUSSELL MICROCAP® INDEX**

Littleton, Colo. – July 1, 2010 - ADA-ES, Inc. (NASDAQ: ADES) (“ADA” or the “Company”) today announced that it has been added to the Russell Microcap® Index.

Mike Durham, ADA President and CEO, stated “We are very proud to be included in the Russell Microcap® Index. We believe that being part of such an influential and actively traded index should enhance our stock’s liquidity and exposure to institutional shareholders.”

Russell indexes are widely used by investment managers and institutional investors for index funds and as benchmarks for both passive and active investment strategies. An industry-leading \$3.9 trillion in assets currently are benchmarked to them. Investment managers who oversee these funds purchase shares of member stocks according to a company’s weighting in the particular index. Annual reconstitution of Russell indexes captures the 4,000 largest U.S. stocks as of the end of May, ranking them by total market capitalization to create the Russell 3000® and Russell Microcap Indexes. The largest 1,000 companies in the ranking comprise the Russell 1000® while the remaining 2,000 companies become the widely used Russell 2000®. The Microcap Index measures performance of the microcap segment, and includes the smallest 1,000 companies in the Russell 2000® Index plus the next 1,000 companies.

### **About ADA-ES**

ADA-ES is a leader in clean coal technology and the associated specialty chemicals. We develop and implement 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. We supply activated carbon injection systems, mercury measurement instrumentation, and related services. Through our consolidated subsidiary, Clean Coal Solutions, LLC (“Clean Coal”), we expect to produce refined coal that will qualify for IRS Section 45 tax credits. To meet the needs of the power industry for mercury control, we are a participant in a joint venture, ADA Carbon Solutions, LLC (“ADA-CS”), which is developing state-of-the-art facilities to produce activated carbon (“AC”) with the first plant projected to come on-line in 2010. Additionally, we are developing technologies for power plants to address issues related to 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 include statements or expectations regarding the expectation that Clean Coal will produce refined coal that will qualify for IRS Section 45 tax credits and timing of commencement of operations at ADA-CS' new AC plant. 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; impact of competition and litigation; operational difficulties; risks related to ADA-CS such as changes in the costs and timing of construction of the AC plant, failure to raise additional financing or satisfy conditions in existing agreements, actions of our joint venture partner and inability to sign or close acceptable off-take agreements in a timely manner; failure of Clean Coal to continue to qualify its product for IRS Section 45 tax credits; availability of raw materials and equipment; 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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