



FOR IMMEDIATE RELEASE

**ADA-ES SELECTED FOR AWARD OF \$14 MILLION DOE PROJECT TO SCALE UP
CLEAN COAL TECHNOLOGY**

**Solid-Sorbent-Based Carbon Capture Technology Producing Promising Results in
Initial Field Trials**

Littleton, CO – July 12, 2010 – ADA-ES, Inc. (NASDAQ: ADES) (“ADA”) today announced that it has been selected by the Department of Energy (DOE) to negotiate a new contract for a clean coal technology project to capture carbon dioxide from coal-fired power plants. ADA will be the prime contractor for the \$14 million project that will be administered by DOE’s National Energy Technology Laboratory (NETL) which is providing \$11.1 million of the funding. ADA expects \$3 million in co-funding and support to be provided by several major utility companies including Southern Company (NYSE: SO), Luminant and DTE Energy (NYSE: DTE).

The project team includes KBR (NYSE: KBR) which is expected to provide engineering and equipment design expertise to develop the full-scale process engineering. This concept will be pilot tested during the project at the 1 megawatt scale. KBR is a leading global engineering, construction, and services company.

The project will provide funding to advance ADA’s commercialization plan for regenerable solid-sorbent technology, which is designed to capture carbon dioxide generated by coal-fired power plants. This year ADA began the first field tests of this technology on a \$3.2 million program co-funded by DOE, as well as several major forward-thinking utility companies, and the initial results confirmed the promising performance ADA had demonstrated in the laboratory. Once captured, the carbon dioxide could be either stored underground (sequestration) or beneficially used in processes such as enhanced oil recovery. This technology appears to offer potential cost and energy advantages over competing liquid-solvent-based technologies.

Dr. Michael Durham, President and CEO of ADA, commented, “We and our team of co-funders are excited about this project that is expected to give power companies more options for controlling greenhouse gas emissions.” Dr. Durham continued, “ADA has an established track record of engaging in collaborative partnerships with DOE-NETL and our power generating customers to develop and commercialize innovative solutions to reduce emissions. Our team is dedicated to advancing technologies that make coal, a low-cost, abundant and secure fuel that supplies at least half of the nation’s electric power needs, clean and safe.”

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 ("AC") injection systems, mercury measurement instrumentation, and related services. Through our consolidated subsidiary, Clean Coal Solutions, LLC, we provide its patented refined coal technology, CyClean, to utilities to enhance combustion of and reduce emissions from Powder River Basin Coals in cyclone boilers, which qualifies for IRS Section 45 tax credits. In addition, to meet the needs of the power industry for mercury control, we are a participant in a joint venture, ADA Carbon Solutions ("ADA-CS"), which is developing state-of-the-art facilities to produce AC with the first plant projected to come on-line in 2010. We are also 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 included in this release include statements regarding our expectations concerning funding for and participation in the project by leading power generators and KBR, expected results of the project and timing of commencement of operations at ADA-CS's first 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 our inability to come to terms with DOE or industry partners concerning the project; changes in the willingness of leading power generators to participate and co-fund, and KBR to provide engineering and design services to, the project, as well as the risk that our CO₂ capture technology may not prove to be commercially viable; changes in government funding, laws and regulations, prices, economic conditions and market demand; technical and operational difficulties; impact of competition and litigation; availability of raw materials, equipment and skilled personnel; and 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 and actions of our joint venture partner. You are cautioned not to place undue reliance on our forward-looking statements. 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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