



## **FOR IMMEDIATE RELEASE**

### **ADA-ES TO PRESENT AT THE WEDBUSH SECURITIES 2<sup>ND</sup> ANNUAL CLEAN TECHNOLOGY & INDUSTRIAL GROWTH CONFERENCE AND THE ARDOUR CAPITAL 8<sup>TH</sup> ANNUAL ENERGY TECHNOLOGY CONFERENCE**

**LITTLETON, CO** – September 7, 2010– ADA-ES, Inc. (NASDAQ:ADES) today announced that Michael D. Durham, President and CEO and Mark McKinnies, Senior Vice President and CFO will address institutional investors at two investment conferences scheduled as follows:

- Wedbush Securities 2<sup>nd</sup> Annual Clean Technology & Industrial Growth Conference: Tuesday, September 14, 2010 at 1:35 PM PT at the Fairmont Hotel in San Francisco.
- Ardour Capital 8<sup>th</sup> Annual Energy Technology Conference: Thursday, September 16<sup>th</sup> at 9:30 AM ET at Fordham University's Graduate School of Business in New York.

A copy of the slides being used for these conferences will be available on September 14, 2010 via the Investor Information section of the Company's website at [www.adaes.com](http://www.adaes.com). A live webcast of the Wedbush Conference presentation will be accessible at the same location. To listen to the live presentation, please go to the website at least 15 minutes early to register, download and install any necessary audio software. If you are unable to listen live, the presentation will be archived on the website. Additionally, the presentation slides will be filed as a Current Report on Form 8-K with the U.S. Securities and Exchange Commission on September 14, 2010.

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

ADA-ES is a leader in clean coal technology and the associated specialty chemicals, serving the U.S. and Canadian 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 on 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; amount and timing of future tax credits, revenues and operating income; timelines for our projects and anticipated regulations and legislation; future supply and demand; and timing of the Norit arbitration. 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 of new and pending regulations and any legal challenges to them; impact of competition and legal proceedings; lack of working capital; availability, cost of and demand for alternative energy sources and other technologies; technical, start-up and operational difficulties; inability to commercialize our technologies on favorable terms; risks related to ADA-CS such as changes in the costs and timing of commercial operations at the AC plant, failure to raise additional financing or satisfy terms of existing agreements, actions of our joint venture partner and inability to sign or close acceptable coal supply and off-take agreements in a timely manner; failure of CCS' leased facilities to continue to produce coal which qualifies for IRS Section 45 tax credits; termination of the leases for such facilities; decreases in the production of RC by the lessee of such facilities; our inability to come to terms with DOE or industry partners concerning the 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.*

Contact:

ADA-ES, Inc.  
Michael D. Durham, Ph.D., MBA, President  
Mark H. McKinnies, Senior VP & CFO  
(303) 734-1727  
[www.adaes.com](http://www.adaes.com)

-or-

Investor Relations Counsel  
The Equity Group Inc.  
[www.theequitygroup.com](http://www.theequitygroup.com)  
Melissa Dixon, (212) 836 9613  
[MDixon@equityny.com](mailto:MDixon@equityny.com)  
Linda Latman, (212) 836-9609  
[LLatman@equityny.com](mailto:LLatman@equityny.com)