



FOR IMMEDIATE RELEASE

ADA-ES AWARDED CONTRACT FOR MERCURY CONTROL SYSTEM

Littleton, CO – November 2, 2009 – ADA-ES, Inc. (NASDAQ: ADES) today announced that it has been awarded a contract to supply an Activated Carbon Injection (“ACI”) system for a new coal-fired generating unit located in the Midwestern United States that will burn low sulfur Powder River Basin (“PRB”) coal. ADA-ES expects to deliver this system to the new generating unit by the end of the second quarter of 2010, with startup anticipated in the first quarter of 2011 once the new coal-fired generating facility has been completed.

Dr. Michael Durham, President & CEO of ADA-ES, commented, “This contract is part of a new generation facility currently under construction. The current markets for our mercury control systems and powdered activated carbon sorbents are being driven by regulations in 18 states, new power plants being constructed, and regulations in several Canadian provinces. Once the ACI system is up and running, it will require a continuous supply of activated carbon to control mercury emissions, which will be procured under a separate contract.”

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, a joint venture of the Company is developing state-of-the-art facilities to produce AC with the first plant (the “AC Facility”) 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 and startup dates of the ACI system 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 laws and regulations, government funding,

prices, economic conditions and market demand; impact of competition and litigation; availability, cost of and demand for alternative energy sources and other technologies; operational difficulties; availability of capital, raw materials, equipment and skilled personnel; failure to satisfy performance guaranties; risks related to the AC Facility such as changes in the costs and timing of construction, failure to raise additional financing or satisfy conditions in existing agreements and inability to sign or close acceptable coal supply and off-take agreements in a timely manner; 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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