



**FOR IMMEDIATE RELEASE**

## **ADA-ES Acquires Mercury Measurement Business**

**LITTLETON, CO** – April 7, 2003 – ADA-ES, Inc., the main subsidiary of Earth Sciences, Inc. (OTCBB: ESCI), today announced that it has acquired the business of EMC, LLC, a company with state-of-the-art equipment and expertise in the measurement of mercury emissions from coal-fired boilers, in a cash transaction.

ADA-ES provides proprietary environmental technology to the electric power industry. The Company's most significant growth opportunity stems from its technology to control mercury emissions from electricity generating coal-fired boilers. The Department of Energy ("DOE") has projected that a new mercury control market will grow to \$2 - \$5 billion annually, subject to pending EPA mercury reduction regulations with an expected compliance date in late 2007.

Dr. Michael Durham, President of ADA-ES, commented, "The mercury measurement capabilities that EMC brings are complementary and a close strategic fit with the mercury control technology that ADA-ES is currently demonstrating. Ms. Sharon Sjostrom, President of EMC and a recognized expert in mercury measurements, will head up our effort to develop and supply mercury continuous emission monitoring (CEMs) equipment to the power industry."

EPA requires power plants to install CEMs to monitor emissions for pollutants that are currently regulated. If mercury CEMs are required, the Company believes that a market of \$250 - \$500 million would be created to supply and install equipment on the 1100 boilers that are expected to be regulated.

In addition to future equipment sales, the mercury measurement business should provide a significant growth opportunity well before implementation of the regulation. Contracts for approximately \$500,000 are currently in place and are expected to be completed this year.

### **About ADA-ES**

Headquartered in Littleton, CO, ADA-ES develops and implements proprietary environmental technology and specialty chemicals that mitigate the environmental impact from electric power and industrial companies while reducing operating costs. ADA-ES is the main subsidiary of Earth Sciences, Inc. (OTCBB: ESCI), and has previously announced a planned spin-off from Earth Sciences.

*This press release may contain forward-looking information within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. The United States Private Securities Litigation Reform Act of 1995 provides a "safe harbor" for such forward-looking statements in this document that are based on information the Company believes reasonable, but such projections and statements involve significant uncertainties. Actual events or results – including operating results - could differ materially from those discussed in the forward-looking statements as a result of various factors including but not limited to changing market demand for ADA-ES chemicals and systems and changes in technology, laws or regulations, demand for the company's securities, and other factors discussed in the Earth Sciences, Inc.'s 2002 Form 10-KSB and recent 10-QSBs.*

### **Contact:**

ADA-ES, Inc.  
Michael D. Durham, Ph.D., MBA President  
Mark H. McKinnies, 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)  
Loren G. Mortman, (212) 836-9604  
[LMortman@equityny.com](mailto:LMortman@equityny.com)  
Lauren Barbera, (212) 836-9610  
[LBarbera@equityny.com](mailto:LBarbera@equityny.com)

####