



## **ADA-ES WINS PRESTIGIOUS R&D 100 AWARD FOR ITS MERCURY CONTROL TECHNOLOGY**

**LITTLETON, CO – October 15, 2003** – ADA-ES, Inc. (recently spun-off from OTCBB:ESCI; pending ticker symbol OTCBB:ADES), an environmental technology and specialty chemical company, today announced that it has won the prestigious R&D 100 Award from R&D Magazine for the development and application of the Company's technology that removes mercury from the flue gas of coal-fired power plants. The award is appointed to creators of the 100 most technologically significant products of the year.

The award was based on work conducted with the Department of Energy (DOE)'s National Energy Technology Laboratory (NETL), which provided technical guidance and contributed \$4.5 million of the \$6.8 million in costs for full-scale testing of the technology. Along with DOE/NETL and ADA-ES, the project team included the Electric Power Research Institute (EPRI), Southern Company, PG&E National Energy Group, We Energies, and several others. The three power companies provided host sites for field-testing of the technology. In addition, the project partners, including Ontario Power Generation, TVA, First Energy, Arch Coal, Kennecott Energy, and Hamon Research Cottrell shared in over 33% of the total project costs. The award will be presented to ADA-ES at a formal dinner in Chicago on October 16<sup>th</sup>.

"Winning this award is a tribute to the diligent efforts and expertise of the ADA-ES engineering staff and its partners. It recognizes the success in advancing the technology from pilot-scale to the extremely challenging large-scale power-plant application," said Dr. Michael Durham, President of ADA-ES.

These tests demonstrated that sorbent-based mercury control technology was (1) effective on both Eastern bituminous coals and Western subbituminous coals, (2) capable of reducing mercury emissions by up to 90%, and (3) capable of capturing all species of mercury, even elemental mercury, which is more difficult to remove. Coal-fired plants, which generate over 50% of the electricity used in the US, are faced with meeting new regulations being proposed by EPA and Federal and State legislatures to reduce mercury emissions. DOE reports predict that these regulations could create a \$2-5 billion market for mercury control technology.

Dr. Durham concluded, "We are pleased with the results of the tests, which exceeded our expectations. Scale-up from pilot to actual plant size is the hurdle that many new technologies do not endure, and it is unusual for both economics and performance to improve at this stage."

### **About ADA-ES**

Headquartered in Littleton, Colorado, ADA-ES, Inc. develops and implements proprietary environmental technology and specialty chemicals that mitigate the environmental impact from electric power and industrial companies while reducing operating costs.

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*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 predicted revenues and achievement of positive cash flow -- 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 company's filing with the U.S. Securities and Exchange Commission.*

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