



FOR IMMEDIATE RELEASE

**JOHN W. EAVES, COO OF ARCH COAL, AND JEFFREY C. SMITH,
ENVIRONMENTAL ATTORNEY, APPOINTED TO ADA-ES BOARD**

LITTLETON, CO – October 29, 2003 – ADA-ES, Inc. (OTCBB:ADES) today announced the appointment of John W. Eaves, COO of Arch Coal, Inc. (NYSE:ACI), and Jeffrey C. Smith, environmental attorney, to its Board of Directors. With these appointments, ADA-ES' Board membership increases to nine and the number of independent directors increases to six.

John W. Eaves, age 45, joined Arch Coal in 1987 and held various senior management positions, including Senior Vice President – Marketing, until being appointed Executive Vice President and Chief Operating Officer in December 2002. Prior to joining Arch, Mr. Eaves served in various capacities with Diamond Shamrock, Arch's predecessor, and Natomas Coal. He has a B.S. from the University of Kentucky and completed the Executive Management program at the Wharton School of the University of Pennsylvania and the Accelerated Management Program at Harvard Business School.

Arch Coal, the second largest producer of coal in the U.S. and the leading producer of the less expensive Powder River Basin ("PRB") coal, is a joint venture partner of ADA-ES and last month invested \$1.3 million in ADA-ES through a combination of common stock, a convertible debenture and options.

Jeffrey C. Smith, age 51, is an attorney with 25 years of experience in environmental law and policy, environmental business and technology and corporate law. In 1978, Mr. Smith joined the U.S. EPA's Office of General Counsel, where he was the lead government attorney in more than 20 complex, multi-party Clean Air Act cases. In 1980, he co-founded ESI International, Inc., a regulatory consulting firm whose clients include the Institute of Clean Air Companies, the trade association of companies that supply air pollution control and monitoring technology. Mr. Smith directed and wrote numerous technical standards and white papers to improve the operation and use of pollution control technologies and illuminate the macroeconomic effects of clean air policy. In 2003, he sold ESI to open the Law Office of Jeffrey Smith. Mr. Smith has a B.A. from Duke University and a J.D. from the University of Michigan Law School.

Dr. Michael Durham, President of ADA-ES, stated, "On behalf of my fellow directors, I would like to welcome John and Jeff, each of whom bring substantial industry expertise and different perspectives to ADA-ES' Board. John's background and relationships in the coal industry will be invaluable as we pursue market penetration of ADA-249, our product that enables cyclone-fired power plants to burn the less expensive PRB coal without increasing emissions. Jeff's extensive experience with environmental regulation will be a significant asset as we seek to capitalize on the market potential relating to pending mercury emission regulations. We look forward to working closely with John and Jeff, and are confident that they will be important contributors during this key stage of the Company's development."

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.

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 filings with the U.S. Securities and Exchange Commission.

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