



FOR IMMEDIATE RELEASE

ADA-ES PRESIDENT INTERVIEWED BY CEOCAST AND WALL STREET REPORTER

LITTLETON, CO – November 11, 2003 – ADA-ES, Inc. (OTCBB:ADES) today announced that Dr. Michael Durham, President, was interviewed by CEOcast on November 10, 2003 and Wall Street Reporter on November 11, 2003.

The interviews can be accessed at CEOcast's and Wall Street Reporter's home pages at www.ceocast.com and www.wallstreetreporter.com, and will be available for five and seven business days, respectively.

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 and referenced interviews 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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