



**FOR IMMEDIATE RELEASE**

**ADA-ES SIGNS \$10 MILLION 5-YEAR CONTRACT WITH WE ENERGIES TO EVALUATE MERCURY MEASUREMENT AND CONTROL TECHNOLOGY**

**LITTLETON, CO – April 22, 2004** – ADA-ES, Inc. (OTCBB: ADES) today announced that it has signed a \$10 million contract with We Energies, a subsidiary of Wisconsin Energy Corporation (NYSE:WEC), to assist with the design, installation, and operation of mercury control technology over the next five years at We Energies' Presque Isle Power Plant in Marquette, Michigan. We Energies is the exclusive utility sponsor of the \$53 million project that will be the nation's first full-scale installation and evaluation of the Electric Power Research Institute (EPRI) TOXECON™ process. The U.S. Department of Energy (DOE) is providing \$24.8 million to support the project, which is one of six selected under President Bush's Clean Coal Power Initiative. As a condition of the contract, both ADA-ES and EPRI will assume repayment obligations to the DOE for its support, in the form of a percentage of future revenues received from the sale of the technology, sorbents and equipment tested and developed in the project.

TOXECON™ is an integrated mercury and particulate matter emissions control system that potentially represents the best option for control of greater than 70 percent of mercury emissions from coal-fueled plants using cost effective coal from the western U.S.

Dr. Michael Durham, President of ADA-ES, stated, "We are extremely enthusiastic about playing a key role in this ground breaking project, which will provide the design information and operating and performance data necessary to evaluate how this technology might apply to many of the 1,100 coal-fired boilers facing pending mercury control regulations. This demonstration project is especially significant because it will determine the levels of reductions of mercury emissions that are achievable when this novel technology is applied to western U.S. coal."

Dr. Durham continued, "The \$10 million contract will not only generate significant revenues for the Company, but it will support the continued growth of our expertise and experience in mercury control technology. In addition, the project gives ADA-ES the opportunity to develop, evaluate, and commercialize four different product lines that can be marketed to North American coal-fueled power plants including: sorbents to reduce mercury emissions, specialty sorbents to capture sulfur dioxide and nitrogen oxides, sorbent injection equipment, and instruments to continuously measure mercury in flue gas."

"We are pleased to receive the funding from the Department of Energy for this critical air quality research," said Scott Patulski, We Energies Vice President of Fossil Operations. "Our investment in this project is another step toward our goal of making significant air quality improvements in a cost-effective manner. We look forward to working with ADA-ES, a pioneer in the industry, towards this goal."

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### **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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