



FOR IMMEDIATE RELEASE

ADA-ES RECEIVES COMMERCIAL CONTRACT FOR MERCURY CONTROL EQUIPMENT

Littleton, CO – June 28, 2004 - ADA-ES, Inc. (OTCBB: ADES) today announced that it signed a commercial contract for \$455,000 to supply activated carbon injection equipment for mercury control to a utility client. The system will be used as part of a test plan for the coal-fired plant to comply with State requirements to reduce mercury emissions.

State legislative initiatives and pending Federal regulations requiring reductions in coal-fired power plant mercury emissions have generated the need for flue gas mercury removal technologies at existing and new plants. ADA-ES has demonstrated activated carbon-based mercury control technology at multiple power plants across the country and this technology has become the leading option for cost effective control of mercury emissions.

Mike Durham, President of ADA-ES, stated, "Interest by utilities in our mercury control technology has substantially increased this year. We have provided quotes for activated carbon injection systems to over 50 power plants. Recent activity in commercial systems has accelerated over the past few months and we expect it to continue. Additionally, we are seeing new coal-fired power plants being developed due in part to high natural gas prices. This contract strengthens our belief that orders for mercury control equipment and the corresponding activated carbon sorbents are ready to take-off."

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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