



FOR IMMEDIATE RELEASE

ADA-ES PROMOTES JEAN BUSTARD TO COO

Littleton, CO – July 6, 2004 - ADA-ES, Inc. (OTCBB: ADES) today announced it promoted Jean Bustard to Chief Operating Officer, a newly created position.

Ms. Bustard has over 20 years of experience with air pollution control equipment and managing large technology demonstrations and commercial projects. She joined ADA Technologies in 1988, which was founded by Dr. Durham, President of ADA-ES. Prior to that, she was a Research Physicist with Southern Research Institute. Since ADA-ES' formation in 1996, Ms. Bustard held the position of Executive Vice President. She managed the Company's original product line, flue gas conditioning from 1996 – 2001, and in 2001 began managing ADA-ES' mercury emission control segment. Her responsibilities included proposal development and management of the Company's major field programs, including the four-site mercury emission control program from 2001 – 2002 and the current Clean Coal Program with We Energies. Ms. Bustard received a B.S. in Physics Education from Indiana University, a M.A. in Physics from Indiana State University and recently completed the Executive M.B.A. program at the University of Colorado.

Mike Durham, President of ADA-ES, stated, "Jean has been a valued member of the ADA-ES team for over 16 years, and her extensive market experience has been a tremendous asset to the Company. She has established herself as one of the leading experts in the industry and we look forward to her continued contributions in her new role."

Jean Bustard, COO of ADA-ES commented, "This is a very exciting time at ADA-ES. I am enthusiastic about the new role and working with our exceptional employees and partners as we prepare for the emerging mercury control market and several near term opportunities with our other products lines."

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.

Contact:

ADA-ES, Inc.
Michael D. Durham, Ph.D., MBA, President
Mark H. McKinnies, CFO
(303) 734-1727
www.adaes.com

-or- Investor Relations Counsel
The Equity Group Inc.
www.theequitygroup.com
Loren G. Mortman, (212) 836-9604
LMortman@equityny.com
Lauren Barbera, (212) 836-9610
LBarbera@equityny.com

###