



FOR IMMEDIATE RELEASE

ADA-ES APPOINTS JONATHAN BARR VICE PRESIDENT OF SALES

Littleton, CO – July 21, 2004 - ADA-ES, Inc. (OTCBB: ADES) today announced that Jonathan Barr has agreed to join ADA-ES as the new Vice President of Sales. Most recently National Vice President of Industrial Market Sales at Arch Coal, Mr. Barr has over ten years of experience selling to the coal-fired power industry. He will lead ADA-ES' sales effort in the rapidly developing mercury emission control market.

While National Vice President of Sales at Arch, Mr. Barr negotiated numerous multi-year coal contracts totaling approximately \$50 million and developed marketing plans for industrial coals from various states. From 1998 – 2003, he was Regional Vice President of Sales and Marketing at Arch, and he negotiated and managed utility accounts with annual sales of approximately \$525 million in the Ohio River Valley and southeastern U.S. including Southern Company, American Electric Power, Cinergy, among others. Prior to that, from 1994 – 1998, Mr. Barr was with the C&O unit of CSX Transportation, the largest rail network in the eastern United States. While at CSX, he served as the Director of River Coal Marketing and Market Manager for Utility Coal. Mr. Barr's responsibilities included managing a staff of four, negotiating contracts, creating rates and managing logistics for coal movement. Prior to CSX, he held various sales and marketing positions at AGIP Coal Sales Company, Chessie System Railroads and American Express Financial Services. Mr. Barr received a B.S. in Political Science and Business Administration from Wittenberg University.

Mike Durham, President of ADA-ES, stated, "We are very enthusiastic about Jon joining our management team. His experience selling to the coal-fired power industry at executive levels will be extremely valuable to ADA-ES during this exciting time of the Company's development. We look forward to working with him in the years to come."

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 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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