



FOR IMMEDIATE RELEASE

**ADA-ES CREATES NEW EMISSION STRATEGIES DIVISION
TO MEET UTILITY CLIENT DEMAND**

Expect Revenues of \$500,000 - \$1,000,000 in Year One

Littleton, CO – August 3, 2004 - ADA-ES, Inc. (OTCBB: ADES) today announced the creation of a new mercury measurement and consulting division, Emission Strategies, that will operate out of the Company's existing facility in Colorado and from a new East Coast office located in the Baltimore, Maryland area. The new division will aim to meet market needs as utilities with coal-fired power plants prepare for pending mercury regulations.

The goals of this new division are to:

1. Provide expertise to assist utilities in addressing fleet-wide assessment of complying with the new and pending regulations;
2. Generate near-term revenues while the market for commercial mercury control equipment develops;
3. Enable ADA-ES to offer additional mercury control solutions to new and existing customers; and
4. Maintain ADA-ES' position as the market leader in mercury control.

ADA-ES has appointed Ms. Sheila Glesmann as the director of this new unit. Ms. Glesmann has 17 years of experience in power plant emissions control, with a specialization over the past ten years in mercury measurement and control, working closely with ADA-ES on various projects.

Jean Bustard, Chief Operating Officer of ADA-ES, stated, "We were receiving calls daily from utility customers asking for assistance in gathering mercury emission data and in deciphering complicated mercury control results. In order to capitalize on this market, Sheila rapidly put together an experienced team and developed a business plan that leverages our in-house expertise with outside resources. We believe this new offering will keep ADA-ES at the forefront of the mercury control market."

Ms. Glesmann stated, "We expect the Emission Strategies division to generate \$500,000 to \$1,000,000 in revenues in the first year. We have already won several new contracts with a total value over \$200,000, which are also of strategic importance to ADA-ES' future growth. We look forward to updating you with our progress."

ADA-ES will begin reporting segmented financials for the Emission Strategies division in the third quarter of 2004.

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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 – 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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