



FOR IMMEDIATE RELEASE

ADA-ES COMPLETES \$8.0 MILLION PRIVATE EQUITY PLACEMENT AND PLANS TO APPLY FOR LISTING ON NASDAQ SMALL CAP MARKET

LITTLETON, CO – August 18, 2004 – ADA-ES, Inc. (OTCBB:ADES) today announced that the Company completed a private placement of one million shares of its common stock at \$8.00 per share with a group of institutional investors. Net proceeds of the financing were \$7.6 million.

The shares have a lock-up period of 90 days and carry certain “piggy-back” and other registration rights. Pritchard Capital Partners served as the placement agent.

Dr. Michael Durham, President of ADA-ES, stated, “This capital infusion significantly strengthens our balance sheet, which will serve as a solid foundation for providing guarantees and cash for winning and executing on new contracts. As a result, we believe that this transaction better positions the Company to capitalize on the opportunities in the mercury emission control industry, which are emerging from certain State consent decrees and regulations, the development of several new coal-fired power plants and pending Federal regulations.

“This transaction also expands our institutional shareholder base with the addition of several prestigious investors that have significant holdings in other energy companies. The equity investment also provides the basis for meeting the listing qualifications of the Nasdaq Small Cap Market, which we plan to pursue in the near-term.”

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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