



**FOR IMMEDIATE RELEASE**

**ADA-ES SCHEDULES THIRD QUARTER NEWS RELEASE AND CONFERENCE CALL**

**LITTLETON, CO – October 21, 2004** – ADA-ES, Inc. (NASDAQ:ADES), an environmental technology and specialty chemical company, today announced that it will issue its financial results for the third quarter ended September 30, 2004 on Thursday, November 4, 2004 before the stock market opens. Dr. Michael Durham, President, and Mark McKinnies, CFO, will conduct a conference call focusing on the financial results and recent developments on Thursday, November 4, 2004 at 11:00 a.m. ET. Interested parties may participate in the call by dialing 706-679-3200 – please call in 10 minutes before the call is scheduled to begin, and ask for the ADES call.

The conference call will also be broadcast live over the Internet via the Investor Information section of ADA-ES' website at [www.adaes.com](http://www.adaes.com). To listen to the live call please go to the website at least 15 minutes early to register, download and install any necessary audio software. If you are unable to listen live, the conference call will be archived on the website.

**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 and the conference call referenced in 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 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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