



FOR IMMEDIATE RELEASE

ADA-ES TO PRESENT AT PRITCHARD CAPITAL ENERGY CONFERENCE

LITTLETON, CO – December 21, 2004 – ADA-ES, Inc. (NASDAQ:ADES) today announced that Michael D. Durham, Ph.D., President and Mark McKinnies, CFO, will present at the Pritchard Capital *Energize 2005: New Year, New Paradigms, Emerging Plays & Players in Oil, Natural Gas & Power* Energy Conference on Friday, January 7, 2005 at 9:45 am PT in San Francisco, CA.

Investment professionals interested in attending the Conference and/or scheduling a one-on-one meeting with ADA-ES management should contact Chris Edmonds at Pritchard Capital at (404) 459-5960 for additional information.

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.

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