



FOR IMMEDIATE RELEASE

DETROIT EDISON PROVIDES NEW HOST SITE FOR ADA-ES MERCURY CONTROL PROJECT

LITTLETON, CO – February 14, 2005 – ADA-ES, Inc. (NASDAQ:ADES), an environmental technology and specialty chemical company, announced today that Detroit Edison, an electric utility serving Southeast Michigan, has agreed to supply a host site for a full-scale field test of sorbent-based mercury control technology. This test is part of an \$8.8 million contract with the U.S. Department of Energy's National Energy Technology Laboratory (DOE/NETL), with \$2.8 million cost share support from EPRI, Arch Coal and several utilities including Sunflower Electric, American Electric Power, AmerenUE, Ontario Power, Southern Company and TVA.

ADA-ES will install and operate the sorbent injection equipment at the Detroit Edison Monroe Power Plant. Testing is planned on a 775 MW unit that primarily burns coal from the Powder River Basin (PRB) that is blended with an Eastern Bituminous coal. The sorbent will be interfaced with the plants, existing electrostatic precipitator (ESP) which is used to capture particulates. Tests are planned for the second quarter of 2005.

"The Monroe Power Plant was specifically selected to provide key operating data that will be complementary to our earlier demonstrations," said Dr. Michael Durham, President of ADA-ES. "The data from this plant should generate widespread interest in the power industry because of the number of plants with ESPs that burn PRB coal and PRB blends. These tests should significantly improve our ability to provide effective and reliable mercury control systems that minimize the costs and impact on power generation."

"We are pleased to participate in this study that could lead to effective mercury controls for power plants that utilize blends of subbituminous and bituminous coal," said Skiles Boyd, Director, Environmental Management and Resources for Detroit Edison. "While mercury emissions from Detroit Edison power plants are below regional averages, we are committed to working with all stakeholders to determine the extent to which additional mercury reductions would be beneficial, and how those cuts should be achieved. This technology should help us meet future mercury emissions limits."

About ADA-ES

Headquartered in Littleton, Colorado, ADA-ES, Inc. develops and implements proprietary environmental technology and specialty chemicals that mitigate the environmental impact of electric power generation and industrial companies, while reducing operating costs.

About Detroit Edison

Detroit Edison is an investor-owned electric utility serving 2.1 million customers in Southeastern Michigan and a subsidiary of DTE Energy (NYSE:DTE), a Detroit-based diversified energy company involved in the development and management of energy related businesses and services nationwide. Information about DTE Energy is available at www.dteenergy.com.

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