



FOR IMMEDIATE RELEASE

ADA-ES APPOINTS DR. NINA BERGAN FRENCH TO DIRECT NEW BUSINESS AREA

Littleton, CO – April 28, 2005 - ADA-ES, Inc. (NASDAQ: ADES) today announced that Dr. Nina Bergan French has joined ADA-ES to direct the development of the Company's new enhanced coal products. Dr. French provides a combination of technical combustion expertise and business development experience required to lead this new business area.

Dr. French's efforts will initially be focused on development of products for the market being created by the October 2004 American Jobs Creation Act. The Bill created a \$5.00 per ton tax credit for "refined coal" products. To qualify, new products must increase the value of coal by 50% and reduce emissions of nitrogen oxides, mercury and/or sulfur dioxide. Production facilities must be installed by the end of 2008 and the tax credits, which would begin in 2009, will last for ten years.

ADA-ES appointed Dr. Nina Bergan French to lead this new business area. Dr. French brings to ADA-ES a strong combination of technical combustion expertise and business development experience, having been involved in research and technology development for the past 24 years. From 1981 to 1995, she was a Project Manager at Sandia National Laboratories where she led research projects on heat transfer and combustion. In 1995 she founded Sky+ to commercialize emissions control and environmental monitoring technologies. Dr. French guided the company in the successful development of an innovative manufacturing technology for combustion turbines for the aerospace industry, and subsequently sold Sky+ in February 2005. Dr. French holds a B.S. in Mechanical Engineering from the University of Illinois, an M.S. in Mechanical Engineering from Stanford University, and a Ph.D. in Mechanical Engineering from the University of California Davis.

Dr. Michael Durham, President of ADA-ES, stated, "We are very enthusiastic about the refined coal opportunity because it enables us to capitalize on the Company's skills and success with developing new cost-effective environmental technologies for the coal-fired power industry. It is the ideal complement to our mercury control technology because all of the regulatory market drivers are already in place and the high prices of oil and gas ensure that coal will continue to be the dominant fuel for electric power in the U.S. for a long time into the future. Additionally, we are thrilled for Dr. French to join ADA-ES to lead the effort. I have worked closely with Dr. French for the past 12 years and recognize how valuable the combination of her technical knowledge and business leadership will be for ADA-ES."

Dr. Durham concluded, "We have already developed the technology that is capable of meeting some of the criteria for refined coal products and believe this program could produce significant revenues for the Company beginning in 2009. We look forward to updating you with our progress."

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 and achievement of positive cash flow – 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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