



**FOR IMMEDIATE RELEASE**

**ADA-ES SIGNS EXCLUSIVE LICENSE TO MARKET PROPRIETARY FLUE GAS  
CONDITIONING TECHNOLOGY FROM ARKAY TECHNOLOGIES**

Littleton, CO – July 6, 2005 - ADA-ES, Inc. (NASDAQ: ADES) today announced that it has signed an exclusive marketing agreement with ARKAY Technologies of McKees Rocks, PA to market ARKAY's proprietary flue gas conditioning technology to the coal-fired power industry. This technology will be applied to the large segment of power plants that have cold-side electrostatic precipitators (ESPs) and will complement ADA-ES' current proprietary flue gas conditioning technology designed to treat plants with high temperature ESPs.

"We are pleased to offer this new product to utility customers interested in improving performance of their existing ESPs to lower stack opacities and reduce particulate emissions. This is a strategic move for the Company because the ARKAY product can be applied with our current flue gas conditioning injection equipment and has been proven to be effective on both Eastern Bituminous and Western PRB coals," said Dr. Michael Durham, President of ADA-ES.

"ARKAY is excited about working with ADA-ES because of their reputation within the industry and its access to many power companies," stated Dr. Rabi Sinha of ARKAY Technologies. "We expect that this special agreement will be a model for future interactions between our companies as we look to bring our innovative, pollution control products to a larger share of the power plant market."

**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. ADA-ES is included on the Russell Microcap™ Index.

*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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