



FOR IMMEDIATE RELEASE

ADA-ES AWARDED CONTRACT TO PROVIDE MERCURY CONTROL SYSTEM FOR NEW POWER PLANT

Littleton, CO – August 2, 2005 - ADA-ES, Inc. (NASDAQ:ADES) today announced that it has been awarded a commercial contract in excess of \$1 million to supply activated carbon injection equipment to control mercury emissions from a new 790 MW coal-fired power plant being built in the Midwest. The system is designed to inject 6,000 tons of activated carbon per year to enable the plant to meet its mercury emission requirements. The equipment will also be capable of injecting the new brominated activated carbon (DARCO Hg-LH) produced by ADA-ES' partner NORIT Americas.

The ADA-ES mercury control equipment will be integrated with a dry scrubber and fabric filter provided by The Babcock & Wilcox Company, a unit of McDermott International, Inc., at the plant which is designed to burn Powder River Basin Coal from Wyoming. ADA-ES has demonstrated activated carbon-based mercury control technology at over 20 power plants across the country and this technology has become the leading option for control of mercury emissions.

Mike Durham, President of ADA-ES, stated, "Interest by utilities in our mercury control technology has substantially increased this year. We have provided quotes for activated carbon injection systems to over 80 power plants. Recent interest in commercial systems has accelerated over the past few months and we expect it to continue. Additionally, we are seeing many new coal-fired power plants being developed due in part to high natural gas prices. Many of these plants are required by permitting authorities to reduce mercury emissions in excess of 80%. This commercial project is the first to be awarded and is expected to represent as much as 15% of our revenues for 2005. We expect additional contracts to be awarded this year."

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 filing with the U.S. Securities and Exchange Commission.

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