



**FOR IMMEDIATE RELEASE**

**ADA-ES AND NORIT AMERICAS LAUNCH MERCURY CONTROL PRODUCTS**

**Contracts for First Three Commercial Mercury Control Systems Trigger New Sorbent Supply Market**

Littleton, CO and Marshall, TX– October 10, 2005 - ADA-ES, Inc. (NASDAQ:ADES) and NORIT Americas Inc. today announced that they will begin offering proven mercury sorbents to the coal-fired power industry through long-term supply contracts. ADA-ES is a specialty chemical and environmental technology company that provides turnkey mercury control systems to the power industry with performance guarantees. NORIT produces specialty activated carbons designed specifically for capturing mercury from flue gas that have been successful in over 20 full-scale demonstrations conducted by ADA-ES along with third parties at power plants.

ADA-ES and NORIT are working together to supply three commercial carbon injection systems. In August 2005, ADA-ES was awarded its first commercial contract for a mercury control system at a new 780 MW plant in the Midwest. In September 2005, ADA-ES won its second contract for a system at a new 575 MW power plant in the Upper Midwest. A third system is being built to control mercury at an existing 300 MW power plant in the Upper Midwest.

NORIT's Darco Hg activated carbon has been the mercury control standard for the industry for a number of years. NORIT is now also offering its newest commercial product, Darco Hg-LH, which was designed to control mercury from power plants that burn Western coals such as those from the Powder River Basin (PRB) and lignite. The LH (for low-halogen coals) carbon has been proven on a number of different Western coals in full-scale tests. Greater than 90% percent mercury capture has been demonstrated for several different equipment configurations that represent nearly all of the market for new and existing power plants that burn Western coals. In addition to high mercury capture, this product has reduced the costs for controlling mercury for these Western fuel applications by a factor of three or more.

ADA-ES and NORIT are now working on a new product designed to produce similar cost reductions for Eastern coals.

Mike Durham, President of ADA-ES, stated, "With the proven effectiveness and lower costs of the mercury control equipment and sorbents, interest by utilities systems has substantially increased this year and we expect it to continue. We have provided quotes for activated carbon injection systems to over 80 power plants, and we are currently working to deliver the first three commercial systems in the next 6 months. Based on feedback from our customers, we expect additional contracts to be awarded before the end of this year."

Ron Thompson, CEO of NORIT Americas, stated, "NORIT has performed engineering studies and established plans for expanding activated carbon production facilities to meet this exciting new market. By offering long-term carbon supply contracts to complement the equipment sales, we can coordinate our expansion plans to meet the growing needs of our utility customers."

## **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.

## **About NORIT Americas**

Headquartered in Marshall, TX, NORIT Americas Inc., a wholly owned subsidiary of NORIT N.V. of the Netherlands, a world leader in purification technologies established in 1918. NORIT is the world's largest producer of powdered activated carbon and related services. NORIT Americas has provided purification solutions since the early 1920s from its headquarters and activated carbon manufacturing facility in Marshall, Texas and manufacturing and reactivation facilities in Pryor, Oklahoma.

*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 ADA-ES believes reasonable, but such projections and statements involve significant uncertainties. The forward-looking statements include ADA-ES' expectations of continued increases in interest in its products and services and the award of additional contracts before the end of this year. Actual events or results 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' products and services, changes in technology, laws or regulations, results of demonstrations of ADA-ES' technologies and other factors discussed in ADA-ES' filings with the U.S. Securities and Exchange Commission.*

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