



FOR IMMEDIATE RELEASE

ADA-ES WINS TWO NEW DOE MERCURY CONTROL PROJECTS

***Expected to Contribute Approximately \$7.5 Million in Revenues
Over the Next 30 Months***

LITTLETON, CO – March 3, 2006 – ADA-ES, Inc. (NASDAQ:ADES) today announced that it has been selected by the U.S. Department of Energy's National Energy Technology Laboratory (DOE/NETL) to perform new full-scale field tests of mercury control technology at two coal-fired power plants. ADA-ES expects to recognize \$7.5 million in revenues from these contracts over the next 30 months. The overall DOE/NETL program involves 12 projects valued at more than \$29 million, encompassing primary funding from DOE/NETL and cost sharing by participating power companies.

In one program, ADA-ES expects to determine the mercury removal rate of an activated carbon injection system at Rocky Mountain Power's Hardin Generating Station, a new plant near Hardin, Montana, which will burn Powder River Basin subbituminous coal. ADA-ES plans to conduct long-term field-testing to assess system reliability, performance, and costs.

Additionally, ADA-ES expects to conduct full-scale field-testing of sorbent injection for mercury control in high sulfur trioxide flue gas on a cyclone boiler configuration at the Public Service Company of New Hampshire's (PSNH) Merrimack Station in Bow, New Hampshire. This plant burns eastern bituminous coals. ADA-ES plans to evaluate the sorbent's ability to reduce mercury emissions and the impacts on overall system operability.

On both projects, ADA-ES is partnering with Reaction Engineering International, a research and development consulting firm with international expertise in combustion and environmental solutions.

These full-scale field tests are vital to developing and supplying effective and reliable mercury control technology for a large majority of the power plants that could be impacted by pending mercury control regulations. The new projects are expected to build on the advances made in earlier DOE field tests through continued development and evaluation of new and existing mercury control technologies.

Dr. Michael Durham, President of ADA-ES, stated, "We are pleased to be selected for these two projects. The overall program's focus is on field-testing advanced post-combustion mercury control technologies that have the potential to achieve at least 90% mercury removal with a cost reduction of 50% or more. These test sites should provide valuable data to DOE, electric power generators, and the regulatory community."

Darcy Neigum, Director, Operations and Technical Services of Rocky Mountain Power, Inc., added, "We look forward to working with ADA-ES and the DOE on this project and are excited to explore the possibilities of mercury emission controls at the Hardin Generating Station. The Hardin Station is the first coal-fired power plant built in the state of Montana in over 20 years

and is a perfect facility to host a long-term mercury demonstration test. The State of Montana is currently proposing specific mercury emission rules for coal-fired generating plants and we think that the Hardin Station can be a showcase for what advanced technologies can do today to control mercury emissions.”

“This project is a cornerstone of our overall strategy to achieve significant reductions in mercury emissions at Merrimack Station in both the short and long-term,” said Gary Long, PSNH president and chief operating officer. “We’ll also benefit from a tremendous amount of knowledge which will be gained, with the help of ADA-ES, about the use of this technology in a unique power plant. That knowledge will benefit other utilities around the country.”

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 contains 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 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, federal funding, laws or regulations, availability of skilled personnel, and other factors discussed in the company's filings with the U.S. Securities and Exchange Commission.

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