



**FOR IMMEDIATE RELEASE**

**ADA-ES AWARDED CONTRACT FOR A MERCURY CONTROL SYSTEM  
AT A NEW POWER PLANT UNIT**

Littleton, CO – October 4, 2006 – ADA-ES, Inc. (NASDAQ: ADES) today announced that it has been awarded a contract with The Babcock & Wilcox Company (B&W) to supply a mercury emission control system for a new power plant being built in the western United States. B&W is providing a coal-fired boiler and associated environmental equipment, including a mercury control system provided by ADA-ES. The boiler will produce approximately 220 megawatts of power and burn Powder River Basin coal. The electricity will be used for powering an industrial process plant, with some excess power to be sold into the electrical grid. The mercury emission control system will utilize powdered activated carbon to remove mercury from the flue gas of the power plant. ADA-ES anticipates delivery of the system during the first quarter of 2007.

“This is the ninth mercury control system we have sold in 2006,” said Dr. Michael Durham, President of ADA-ES. “We have sold systems to new power plants and also to existing plants that need to meet state mandated mercury emission limits. With more states expected to adopt their own mercury emissions rules and numerous new coal fired power plants announced recently, we expect the demand for our mercury control systems to remain strong.”

**About ADA-ES**

Headquartered in Littleton, Colorado, ADA-ES, Inc. develops and implements proprietary environmental technology and specialty chemicals that mitigate the environmental impacts from electric power and industrial companies, while reducing their operating costs.

*This press release and the referenced conference call contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, which provide a "safe harbor" for such statements in certain circumstances. Such 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 economic conditions and market demand for ADA-ES' products and services, changes in technology, failure to satisfy performance guarantees, federal funding, laws or regulations, results of demonstrations of the Company's and other licensed technologies, operational difficulties, availability of skilled personnel, and other factors discussed in the Company's filings with the U.S. Securities and Exchange Commission.*

**Contact:**

ADA-ES, Inc.  
Michael D. Durham, Ph.D., MBA, President  
Mark H. McKinnies, Senior VP & CFO  
(303) 734-1727  
[www.adaes.com](http://www.adaes.com)

-or-

Investor Relations Counsel  
The Equity Group Inc.  
[www.theequitygroup.com](http://www.theequitygroup.com)  
Loren Mortman, (212) 836-9604  
[LMortman@equityny.com](mailto:LMortman@equityny.com)