



FOR IMMEDIATE RELEASE

ADA-ES TO PRESENT AT PACIFIC GROWTH EQUITIES TECHNOLOGY CONFERENCE

LITTLETON, CO – November 2, 2006 – ADA-ES, Inc. (NASDAQ:ADES) today announced that Michael D. Durham, Ph.D., President and Mark McKinnies, Senior Vice President and CFO, will present at the Pacific Growth Equities Technology Conference on November 8, 2006 at the W Hotel in San Francisco, California.

ADA-ES' presentation will take place during the Clean Technology and Industrial Growth session, and will address ADA-ES' primary growth markets of Mercury Control and Section 45 Refined Coal Tax Credits. It will be webcast live via the Investor Information section of the Company's website at www.adaes.com. To listen to the live presentation please go the website at least 15 minutes early to register, download and install any necessary audio software. If you are unable to listen live, the conference call will be archived on the website.

Pacific Growth Equities is a research driven investment bank that specializes in technology based growth companies.

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.

The presentation referenced in this press release contains 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. These statements include the Company's expectations regarding future revenues or other financial measures, anticipated projects and new contracts, anticipated growth in the market and similar items. 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.

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