



**FOR IMMEDIATE RELEASE**

**ADA-ES AWARDED CONTRACT FOR A MERCURY CONTROL SYSTEM  
FOR AN EASTERN POWER PLANT**

Littleton, CO – November 3, 2006 – ADA-ES, Inc. (NASDAQ: ADES) today announced that it has been awarded a contract to supply a mercury emission control system for a generating unit at a power plant in the northeastern United States. The generating unit produces approximately 350 megawatts of electricity and burns a blend of bituminous coals from the Appalachian region and South America. The mercury emission control system will inject powdered activated carbon into the unit's flue gas to remove the mercury. ADA-ES expects to deliver the system to the plant towards the end of the second quarter of 2007.

"This is the twelfth commercial mercury control system contract we have secured to date, and the tenth in 2006. It will be used to meet mercury emission requirements mandated by the state in which the power plant is located," said Dr. Michael Durham, President of ADA-ES. "The market for mercury control systems continues to pick up momentum. As a result of impending regulations and consent decrees, we are receiving requests for quotations from utilities for multiple control systems. We are encouraged by this new trend in the market, in contrast to the market to date, which has been for single systems. It allows us to increase efficiency in the bid process and greatly improves our ability to implement plans for the rapidly developing marketplace and capitalize on the market potential. We expect several utilities to award multiple unit contracts late this year or early in 2007."

**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 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. 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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