



FOR IMMEDIATE RELEASE

ADA-ES ANNOUNCES GREENHOUSE GAS MITIGATION PROJECT

Littleton, CO – November 13, 2006 – ADA-ES, Inc. (NASDAQ: ADES) today announced that it will be collaborating on a project with RTI International (trade name Research Triangle Institute) to develop and demonstrate a novel process to capture carbon dioxide from coal-fired power plants. RTI is the prime contractor on this \$4 million cooperative agreement with the Department of Energy National Energy Technology Laboratory (DOE NETL). In addition to this award, DOE NETL manages and provides technical guidance to a number of projects focused on carbon sequestration.

RTI is a world-renowned non-profit research organization based in Research Triangle Park, North Carolina with 2,500 employees in more than 40 countries engaged in many distinct scientific research and technology development areas. This sorbent-based technology fits well with ADA-ES' proven business model of providing emission control technology that involves the continuous use of a regenerable material. Unlike many approaches to controlling CO₂, this technology can be applied to existing power plants, creating an extensive potential commercial market.

The project is expected to start in the next few months and last for three years. ADA-ES will provide engineering services related to the sorbent injection system and assess the future commercial potential of the technology. This comes on the heels of ADA-ES' October 10th announcement of its first hydrogen-methane fuel project.

Dr. Michael Durham, President of ADA-ES, commented, "We are very pleased that RTI has chosen ADA-ES to help advance the development and commercialization of this exciting technology. We are enthusiastic about becoming involved in this greenhouse gas mitigation project, which represents a new area in emission control for ADA-ES. We believe the corresponding potential marketplace is substantial, and continue to be optimistic about ADA-ES' opportunities related to cleaner energy."

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.

Contact:

ADA-ES, Inc.
Michael Durham, President & CEO
Mark H. McKinnies, Senior VP & CFO
(303) 734-1727
www.adaes.com

-or-

Investor Relations Counsel
The Equity Group Inc.
www.theequitygroup.com
Loren G. Mortman, (212) 836-9604
LMortman@equityny.com