



FOR IMMEDIATE RELEASE

ADA-ES TO PRESENT AT PRITCHARD CAPITAL ENERGIZE 2007 CONFERENCE

Management to Discuss Activities to Meet the Needs of Utilities for Mercury Control, and Provide Update on Vertical Integration into the Production of Activated Carbon

LITTLETON, CO – January 8, 2007 – 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 Pritchard Capital Partners Energize 2007 Conference on January 9, 2007 at the Omni Hotel in San Francisco, California.

ADA-ES' presentation will address ADA-ES' primary growth markets of Mercury Control and Section 45 Refined Coal Tax Credits. ADA-ES has been the market leader in developing mercury control technology for the power industry. The market for mercury control has been growing rapidly based upon new State regulations, which require up to 90% reductions in mercury emissions at existing power plants, and federal or state regulations that impose similar requirements on all new power plants. This heightened concern with mercury emissions has created a need for expanded capacity in the production of both equipment and activated carbon for this new and developing market. ADA-ES is committed to meeting the needs of the coal-fired power industry for these key components of mercury control technology.

In December of 2006, ADA-ES announced the termination of an exclusive market development agreement with Norit Americas, Inc. and ADA-ES' intention to vertically integrate into the production of activated carbon. The presentation will provide information on activities that ADA-ES is pursuing to secure its position and increase its earnings potential in this rapidly developing market. To date, ADA-ES has invested resources in multiple activities including: detailed market analysis, plant engineering, securing long-term access to lignite, the key raw material for producing activated carbon for this market, as well as partnering and acquisition discussions.

The presentation will be filed as a Current Report on Form 8-K with the U.S. Securities and Exchange Commission on January 9, 2006, and will also be available to any interested person via the Investor Information section of the Company's website at <http://www.adaes.com>.

Investment professionals interested in attending the Conference and/or scheduling one-on-one meetings with ADA-ES management should contact Chris Edmonds, Pritchard Capital, (770) 330-6548.

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.

This press release and the presentation referenced herein 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. 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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