



**FOR IMMEDIATE RELEASE**

**ADA-ES Provides Update on Recent Growth in Its Mercury Control Business**

Littleton, CO – February 13, 2007 – ADA-ES, Inc. (NASDAQ: ADES) today provided an update on recent growth in the Company's mercury control business.

Since the first mercury control system for a coal-fired boiler was sold in 2005, through the end of 2006, ADA-ES has worked on commercial systems for 12 boilers. In the first month of 2007, the Company began work on five additional systems, bringing the total number of commercial systems to 17. This could expand by six more units if ADA-ES' customers exercise all of their options. In addition, the Company is responding to requests for quotations on dozens of additional systems.

The growth in the market is stemming primarily from construction of new power plants, as well as state regulations for reducing mercury emissions from coal-fired boilers. For example, Illinois passed a regulation in December 2006 requiring power plants to install activated carbon injection on all 56 boilers in the state between 2008 and 2009. Currently, there are 12 states with mercury control rules and 13 states considering regulations more strict than the federal government's CAMR rule. Most recently, last week both Pennsylvania and Colorado approved new rules to reduce mercury emissions in their states by up to 90%.

ADA-ES has key strategic advantages in competing for these system contracts, including the extensive experience it has gained by conducting over 30 full-scale demonstrations of activated carbon injection technology at power plants across the country during the past five years. These programs have reduced the cost for controlling mercury emissions to less than 20% of initial cost estimates. In addition, ADA-ES is leveraging recent technical advances in its activated carbon injection equipment. In a recent demonstration on a very challenging application, ADA-ES was able to increase mercury removal from 70% to 90% with its new distribution equipment design. This patent pending technology can now be incorporated into new commercial bids where appropriate.

"We have been preparing for this market for a number of years," said Dr. Michael Durham, President of ADA-ES. "However, because of the speed at which this market is developing, we plan to more than double the engineers in our equipment group. In addition, we are pursuing new relationships with equipment manufacturers to enable us to significantly expand our equipment supply capabilities. We look forward to reporting on ADA-ES' continued progress within the rapidly developing mercury control market."

## **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 are prefaced by words such as "anticipates," "believes," "hopes," "expects," "intends" and "plans," or words of similar meaning. The forward-looking statements contained in this release include: our expectations concerning the growth of the market for mercury control; our perceptions of the Company's position in that market; our plans for expansion of our capabilities to serve that market; our ability to surmount technical obstacles in achieving improved mercury reduction with our technologies; and our ability to obtain adequate sources of supply; and our ability to attract adequate numbers of skilled personnel. Such statements involve significant risks and uncertainties, which could cause actual events or results to 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, the availability of federal funding, changes in laws or regulations, results of demonstrations of the Company's and other licensed technologies, operational difficulties, availability of skilled personnel, and other factors we discuss in greater detail in our filings with the U.S. Securities and Exchange Commission.*

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