



FOR IMMEDIATE RELEASE

ADA-ES FILES ANNUAL PROXY STATEMENT

LITTLETON, CO – April 9, 2007 – ADA-ES, Inc. (NASDAQ:ADES) today announced that it filed with the Securities and Exchange Commission its Preliminary Proxy Statement on Schedule 14-A, which, subject to any SEC review, will be mailed to shareholders in advance of the June 19, 2007 Annual Meeting. The agenda items include:

1. The election of nine directors of the Company.
2. To consider and vote upon a proposal to approve the 2007 Equity Incentive Plan, including approval of shares of common stock reserved for issuance under the Plan.
3. To approve the Stock Issuance Plan for the issuance of shares of the Company's common stock in excess of 20% of the amount of its outstanding shares of common stock, but not more than 3 million shares, including shares underlying options and warrants. In line with the Company's strategy to lead the emerging market for mercury control technology and vertically integrate its operations, this Stock Issuance Plan is directly associated with raising capital to manufacture activated carbon injection equipment and/or produce activated carbon for ADA-ES' power plant customers. Plans include the possible acquisition of injection equipment fabricator(s), development of a "Greenfield" activated carbon manufacturing facility, or other projects or ventures intended to provide the Company and its customers with a long-term supply of activated carbon. Funds from any stock issuance may also be used for ADA-ES' working capital requirements.
4. To consider and vote upon such other matters as may properly come before the Meeting or any postponement or adjournment thereof.

Shareholders of record at the close of business on April 30, 2007 will be entitled to notice of and to vote on these matters.

About ADA-ES

Headquartered in Littleton, CO, ADA-ES is a leader in clean coal technology and the associated specialty chemicals. The Company develops and implements proprietary environmental technology and specialty chemicals that enable coal-fueled power plants to enhance existing air pollution control equipment, maximize capacity and improve operating efficiencies. Through its largest and fastest-growing segment, Mercury Emission Control, ADA-ES supplies activated carbon injection systems, mercury measurement instrumentation, and related services. Additionally, the Company is implementing plans to produce and supply activated carbon.

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 its proposals for, and timing of, its 2006 annual meeting of

shareholders. Such statements involve significant uncertainties. Actual events could differ materially from those discussed in the forward-looking statements as a result of various factors including but not limited to possible SEC review and comment on the Company's preliminary proxy statement, changes in the Company's plans for raising capital to produce and supply activated carbon, and other factors discussed in the Company's filings with the U.S. Securities and Exchange Commission.

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