



**FOR IMMEDIATE RELEASE**

**ADA-ES LAUNCHES ACTIVITIES FOR DEVELOPMENT OF ACTIVATED CARBON  
PRODUCTION PLANT IN NORTH DAKOTA**

**GOVERNOR OF NORTH DAKOTA ANNOUNCES ADA-ES'  
UNDERWOOD SITE SELECTION**

**LITTLETON, CO** – April 25, 2007 – ADA-ES, Inc. (NASDAQ:ADES) President Dr. Michael Durham, along with key project team leaders yesterday met with North Dakota Governor John Hoeven, Tax Commissioner Cory Fong, and Commerce Commissioner Shane Goettle to jointly announce selection of North Dakota's Underwood as a site for permitting and possibly building a new activated carbon production plant.

This selection marks ADA-ES' second site announced to date. As previously announced, ADA-ES is in the process of securing and permitting multiple sites for "Greenfield" manufacturing facilities to be ideally positioned to respond to the anticipated market for activated carbon, which is the key chemical needed to capture mercury from power plants. Permit timelines and the overall business environment will dictate which site would be built first. ADA-ES will evaluate the volume demands for mercury control on an ongoing basis to determine when additional plants are needed to meet this market.

As announced by Governor Hoeven yesterday, one of the sites for which ADA-ES has commenced the permitting process is located in Underwood, North Dakota. The Company has secured land under option that is adjacent to an active lignite mine, which would provide the primary feedstock and minimize transportation costs. ADA-ES will apply for permits for two production lines at this site, which would cost approximately \$400 million to construct. Commercial operation of the first plant is planned by 2010.

"Along with renewable sources, clean, efficient traditional energy development is a vital part of our energy strategy as a state and as a nation," Hoeven said. "The ADA-ES process represents a key component in producing environmentally friendly electricity from coal, an abundant source of energy for the future."

Dr. Michael Durham, President of ADA-ES, commented, "This announcement comes on the heels of our recent site selection in Red River Parish, LA. We selected the Underwood site because of the neighboring lignite mine, as well as rail access and land availability. We are pleased with the support we are receiving from State and Community leaders as we move forward expeditiously."

## **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 our expectations concerning our plans for building an activated carbon plant and applying for permits, expected costs of construction and expected timing of commercial operation. 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, availability of and demand for alternative energy sources, failure to satisfy performance guarantees, the availability of federal funding, the availability of private or public funding for construction of the new activated carbon plant on reasonable terms; ability of the Company to secure necessary permits, access to raw materials, 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. The forward looking statements contained in this press release are presented as of the date hereof, and we disclaim any duty to update such statements unless required by law to do so.*

### **Contact:**

ADA-ES, Inc.  
Michael D. Durham, Ph.D., MBA, President  
Mark H. McKinnies, CFO  
(303) 734-1727  
[www.adaes.com](http://www.adaes.com)

-or-

Investor Relations Counsel  
The Equity Group Inc.  
[www.theequitygroup.com](http://www.theequitygroup.com)  
Loren G. Mortman (212) 836-9604  
[LMortman@equityny.com](mailto:LMortman@equityny.com)

###