



FOR IMMEDIATE RELEASE

ADA-ES Board of Directors Approves Comprehensive Plans for New Activated Carbon Production Plant to Meet the Needs of the Growing Utility Mercury Control Market

Execution of Manufacturing Plans Could Make ADA-ES the Leading AC Supplier

Littleton, CO – July 26, 2007 – ADA-ES, Inc. (NASDAQ: ADES) today announced that the Board of Directors has committed the resources it believes will be needed to complete the design, purchase major equipment, and secure financing for the construction of its first activated carbon (AC) manufacturing facility. The Company previously announced that it had undertaken preliminary activities for a new “Greenfield” plant designed to position the Company to meet a significant portion of an expected shortage in AC supply for the rapidly expanding coal-fired boiler mercury control market.

Dr. Michael Durham, President of ADA-ES, stated, “In February we announced that the Board had committed internal funds to move the project forward over the course of the following five months. We have made substantial progress since that time, and continue to be extremely enthusiastic about the market opportunities we have created with our investment in mercury control. I am pleased that the Board is fully committed to moving forward, and firmly believe that vertical integration of our business plan will enable ADA to stay well ahead of the competition.”

The Company also announced that it will not be working in partnership with Calgon Carbon to satisfy this market. A Memorandum of Understanding was signed by ADA-ES and Calgon in March 2007 whereby the two companies were to negotiate a plan to jointly supply carbon to the electric power industry. The companies were unable to come to an agreement that reflected the business approaches of the two companies.

Dr. Durham further stated, “ADA-ES management and the Board of Directors have been involved in the coal-fired power industry for over thirty years. We understand the needs and the buying characteristics of our customers and we are committed to providing the necessary products and services in a timely manner.”

The Company has made significant progress over the past six months, which has enabled the project to stay on an aggressive schedule to meet the anticipated increased demand for AC, which the Company predicts will reach an additional 400 million pounds per year by 2010, and up to a billion pounds per year by 2012 to 2015. Recent awards of contracts to ADA-ES and other suppliers of equipment to inject AC at power plants for mercury control continue to validate the projected size of this market. The Company is currently negotiating with key financial sources for this project, which are expected to include a combination of debt and equity funding of approximately \$260 million for a single production line.

In the next few weeks, the Company plans to file the first operating permit for two production lines in Louisiana that would produce approximately 250 million pounds of AC per year for the mercury control market, with the first expected to be operational at the beginning of 2010. In the next couple of months, ADA plans to file permits for four additional production lines in North Dakota at two different sites. Obtaining the operating permits and securing financing in the first quarter of 2008 will allow us begin construction at that time.

These large-scale production facilities will be the largest AC plants built to date. They are being designed to maximize efficiency and produce the most cost-effective AC product for the mercury control market. In addition, the facility will be the most environmentally friendly AC production plant ever built. Unlike other AC production plants, the ADA plants will incorporate over \$50 million in capital equipment to minimize the production of carbon dioxide. Added Dr. Durham, "We believe that an environmental product like AC certainly should not create its own environmental burden." A project of this size will capitalize on the Company's position as a market leader in providing mercury control equipment and engineering services for utilities operating coal-fired boilers.

By maintaining an aggressive construction schedule, the Company expects to synchronize production with the expected growth of the AC market. ADA-ES is currently marketing long-term supply contracts for this critical component of reducing mercury emissions from coal-fired boilers. The Company expects to finance the build-out of the plants through a combination of equity and debt funding from internal sources and financial and strategic partners. To that end, the Company has filed a shelf registration with the SEC to sell up to 3 million shares of ADA-ES common stock to raise part of the equity for the project on terms to be determined at the time the shares are sold. The Company is also negotiating with strategic partners in the energy industry to provide additional equity and strengthen the financial resources of the project team.

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 and the size of that market; 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, our ability to finance the development of multiple activated carbon facilities, 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, the availability of either private and/or public funding on reasonable terms; 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.

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