



FOR IMMEDIATE RELEASE

ADA-ES ENGAGES CREDIT SUISSE AS ITS FINANCIAL ADVISOR

LITTLETON, CO – August 20, 2007 – ADA-ES, Inc. (NASDAQ:ADES) today announced that it has engaged Credit Suisse to provide financial advisory and investment banking services to assist the Company in financing the development of its first activated carbon production facility.

As previously announced, the Company expects the financing to include a combination of debt and equity totaling approximately \$260 million to fund the development of a single production line, which would produce approximately 125 million pounds of activated carbon on annual basis. Based on current mercury control regulations effective in 13 states, market analyses estimate that the power industry could require up to 400 million pounds of activated carbon per year by 2010, which would essentially require nearly a doubling of current U.S. market capacity.

Dr. Michael Durham, President & CEO of ADA-ES, stated, “We are very pleased to have access to Credit Suisse’s substantial resources and experience, and look forward to working with them as they provide guidance with respect to our capital plans. The vertical integration of our business is a significant opportunity for the Company, and our aggressive strategy represents a path toward a quantum growth scenario. Together we have a team that is capable of not only developing this first activated carbon production plant, but bringing on additional production lines that we believe will be needed to adhere to a potentially strict Federal mercury control regulation. ”

About Credit Suisse

As one of the world's leading banks, Credit Suisse provides its clients with investment banking, private banking and asset management services worldwide. Credit Suisse offers advisory services, comprehensive solutions and innovative products to companies, institutional clients and high-net-worth private clients globally, as well as retail clients in Switzerland. Credit Suisse is active in over 50 countries and employs approximately 45,000 people. Credit Suisse's parent company, Credit Suisse Group, is a leading global financial services company headquartered in Zurich. Credit Suisse Group's registered shares (CSGN) are listed in Switzerland and, in the form of American Depositary Shares (CS), in New York. Further information about Credit Suisse can be found at www.credit-suisse.com

In its Investment Banking business, Credit Suisse offers securities products and financial advisory services to users and suppliers of capital around the world. Operating in 57 locations across 26 countries, Credit Suisse is active across the full spectrum of financial services products including debt and equity underwriting, sales and trading, mergers and acquisitions, investment research, and correspondent and prime brokerage services.

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. Such statements are prefaced by words such as "anticipates," "believes," "hopes," "expects," "intends" and "plans," the negative expressions of such words, or words of similar meaning. The forward-looking statements contained in this release include: our expectations concerning the market for mercury control and activated carbon and the size of those markets; our perceptions of, and our expectations concerning, our position in those markets; our plans for expansion of our capabilities to serve those markets and our ability to finance the development of activated carbon facilities on acceptable terms. 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, 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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