



## **FOR IMMEDIATE RELEASE**

### **ADA-ES AWARDED A CONTRACT FOR A MERCURY CONTROL SYSTEM FOR A NEW POWER PLANT**

#### **Recent Successes in Equipment Sales Reflect Rapidly Growing Market**

Littleton, CO – August 27, 2007 – ADA-ES, Inc. (NASDAQ: ADES) today announced that it has been awarded a contract to supply an activated carbon injection (ACI) system to provide mercury emission control for a new coal-fired generating unit. The power plant will produce 568 net megawatts of electricity and burn Powder River Basin (PRB) low sulfur coal. This contract will be filled using ADA-ES' innovative new ACI system design, which reduces engineering, manufacturing and field erection costs, and which also allows ADA-ES to meet more aggressive delivery schedules. ADA-ES expects to deliver this system during the second quarter of 2008.

Dr. Michael Durham, President & CEO of ADA-ES, commented, "So far this year we have been very successful at winning competitive bids for ACI equipment. With this new contract and other projects announced to date, and assuming all outstanding options for additional ACI systems that are included in the contracts we have been awarded are exercised, we have sold approximately 40 units. We believe this will keep us ahead of our goal of winning at least 50% of the mercury specific control systems sold to date in the United States.

"At the beginning of the year, we doubled the size of our equipment design and engineering group to accommodate the rapid growth we predicted in the mercury control market. With these added resources, we are able to accommodate multiple orders and fleet-wide supply needs, while at the same time timely responding to additional requests for proposals."

Dr. Durham continued, "The sales of ACI systems also validates that there will be an extensive market for activated carbon developing to supply these ACI systems. As recently announced, we filed an air quality permit for building what will be the world's largest activated carbon production facility, and have engaged Credit Suisse to assist us in securing the debt and equity financing for the plant. With our aggressive strategy for the mercury control market that we have been executing for the last several years, we believe that we have placed the Company in a very solid strategic position to continue to lead the mercury control market. We will keep our investors abreast of our progress as we reach milestones in implementing our plan."

#### **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 of such words, 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 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. Investors are cautioned not to place undue reliance on these forward-looking statements, and to consult later filings we make with the U.S. Securities and Exchange Commission or other information we release to the public by press release or otherwise before making any decisions with respect to buying or selling our securities.*

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