



FOR IMMEDIATE RELEASE

ADA-ES TO PRESENT AT ROTH 2007 NEW YORK CONFERENCE

LITTLETON, CO – August 29, 2007 – ADA-ES, Inc. (NASDAQ:ADES) today announced that Michael D. Durham, Ph.D., President & CEO, will present at the Roth 2007 New York Conference on Wednesday, September 5, 2007 at 12:30 pm ET. The Conference is taking place at The Westin New York at Times Square.

ADA-ES' presentation will address the Company's key growth areas of mercury control and refined coal. The presentation will highlight ADA-ES' progress on financing and developing its activated carbon plant, as well as recent successes in Activated Carbon Injection system sales.

The Powerpoint slides will be downloadable from the Investor Information section of the Company's website at www.adaes.com. Additionally, the slides will be filed as a Current Report on Form 8-K with the U.S. Securities and Exchange Commission on September 5, 2007.

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.

The presentation referenced in this news release will contain 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 future revenues or other financial measures, anticipated projects and new contracts, anticipated growth in the market and similar items. 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, failure to satisfy performance guarantees, federal funding, laws or regulations, results of demonstrations of the Company's and other licensed technologies, operational difficulties, availability of skilled personnel, and other factors discussed in the Company's filings with the U.S. Securities and Exchange Commission.

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