



FOR IMMEDIATE RELEASE

ADA-ES AWARDED ANOTHER CONTRACT FOR A MERCURY CONTROL SYSTEM

Littleton, CO – September 4, 2007 – ADA-ES, Inc. (NASDAQ: ADES) today announced that it has been awarded a contract to supply a mercury emission control system for a coal-fired generating unit in the north central region of the United States. The generating unit produces 380 gross megawatts of electricity and utilizes low sulfur Powder River Basin (PRB) coal from Wyoming. ADA-ES expects to deliver the system to the plant before the end of this year.

Dr. Michael Durham, President & CEO of ADA-ES, commented, “This contract reflects our continued success in winning competitive bids for Activated Carbon Injection (“ACI”) equipment. In just the past two weeks, we have announced contract awards for 8 new ACI systems, which include options exercisable by the utilities for 7 additional systems. If all of the options included in these contracts are exercised, these contracts will result in sales of a total of 15 ACI systems. We believe this puts us ahead of our goal of winning at least 50% of the mercury specific control systems sold to date in the U.S. With extensive bid and proposal activities on-going, we expect additional awards in the balance of 2007 and into 2008.”

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 our position in that market; our expectations regarding winning additional competitive bids for ACI systems; our expectations concerning our ability to meet delivery requirements for ACI systems under contract; and our ability to surmount technical obstacles in achieving improved mercury reduction with our technologies. 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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