



FOR IMMEDIATE RELEASE

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

Littleton, CO – October 9, 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 being constructed in the midwestern United States. The generating unit will produce 275 gross megawatts of electricity and utilize low sulfur Powder River Basin (PRB) coal from Wyoming for its fuel. ADA-ES expects to deliver the system to the new generating unit during the fall of 2008.

Dr. Michael Durham, President & CEO of ADA-ES, commented, “This contract is based upon ADA’s improved ACI equipment design, which features several innovative features. Our recently expanded systems design group has developed a configuration that allows us to increase our fabrication options and simplify field installation, allowing us meet more aggressive delivery schedules. This enhanced design gives us added confidence in maintaining our objective of winning at least 50% of the mercury specific control systems sold in the U.S. We have also standardized our equipment specifications so that we can more quickly respond to demands being created by the rapidly growing mercury control market.”

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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