



FOR IMMEDIATE RELEASE

**ADA-ES SCHEDULES THIRD QUARTER FINANCIAL
RESULTS NEWS RELEASE AND CONFERENCE CALL**

LITTLETON, CO – October 30, 2007 – ADA-ES, Inc. (NASDAQ:ADES) today announced that Dr. Michael Durham, President & CEO, and Mark McKinnies, CFO, will conduct a conference call focusing on the financial results for the third quarter ended September 30, 2007 and recent developments on Wednesday, November 7, 2007 at 10:00 am ET. Interested parties may participate in the call by dialing 706-679-3200. Please call in 10 minutes before the call is scheduled to begin, and ask for the ADA-ES call (conference ID # 22744467). ADA-ES will issue its financial results on Wednesday, November 7, 2007, prior to the conference call.

The conference call will also be webcast live via the Investor Information section of ADA-ES' website at www.adaes.com. To listen to the live call please go the website at least 15 minutes early to register, download and install any necessary audio software. If you are unable to listen live, the conference call will be archived on the website.

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 for reducing mercury emissions from coal-fired boilers.

The conference call referenced in this press release will likely 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. Such statements will be prefaced by words such as "anticipates," "believes," "hopes," "expects," "intends" and "plans," or words of similar meaning. These statements will likely include our expectations regarding future revenues or other financial measures, anticipated projects and contracts, changes in the markets for our products and services, including expected growth in the market for mercury emissions control from coal-fired boilers, the size of that market; our perceptions of our position in that market; our plans to expand 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 production facilities, and our ability to attract adequate numbers of skilled personnel to allow us to serve that market. Such statements involve significant risks and uncertainties, any of which could cause actual events or results to differ materially from those discussed in the forward-looking statements. Factors that could cause actual results to differ from expectations include, but are not necessarily 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 private and/or public funding on reasonable terms; changes in laws or regulations, results of demonstrations of our licensed technologies and the technologies of others, operational difficulties, availability of skilled personnel on terms we can afford, 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 and that will likely be included in the conference call are presented as of the date hereof and thereof, and we disclaim any duty to update such statements unless required by law to do so.

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