



FOR IMMEDIATE RELEASE

**ADA-ES TO PRESENT AT PACIFIC GROWTH EQUITIES
CLEAN TECHNOLOGY AND INDUSTRIAL GROWTH CONFERENCE**

LITTLETON, CO – November 1, 2007 – ADA-ES, Inc. (NASDAQ:ADES) today announced that Michael D. Durham, Ph.D., President & CEO, and Mark McKinnies, Senior Vice President and CFO, will present at the Pacific Growth Equities 2007 Clean Technology and Industrial Growth Conference on Thursday, November 8, 2007 at 9:30 am PT at the W Hotel in San Francisco.

ADA-ES' presentation will address the Company's primary growth areas, particularly in its mercury emission control segment.

The Powerpoint slides will be downloadable from the Investor Information section of the Company's website at www.adaes.com.

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.

This presentation referenced in this press 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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