



## **FOR IMMEDIATE RELEASE**

### **ADA-ES AWARDED TWO NEW CONTRACTS FOR MERCURY CONTROL SYSTEMS**

Littleton, CO – January 14, 2008 – ADA-ES, Inc. (NASDAQ: ADES) today provided an update on the sale and supply of activated carbon injection (ACI) systems designed to control mercury emission from coal-fired electrical generating units. In the fourth quarter of 2007, ADA was awarded two additional contracts for ACI systems that are contracted to be fabricated and delivered in 2008-2009. The first of these systems is scheduled to be installed at a plant that burns low sulfur western PRB coal and the second is scheduled to be installed downstream of a scrubber at a plant that burns an eastern bituminous coal.

These contracts are based upon ADA's improved modular ACI equipment design, which broadens fabrication and material supply options, simplifies field installation, and reduces system cost. In December, ADA delivered its first commercial system incorporating this new configuration to a utility customer.

This design also enables the Company to meet more aggressive delivery schedules and to increase production capacity to accommodate the rapid growth it is seeing in the mercury control market. For example, in the fourth quarter of 2007 alone, ADA responded to a total of 19 requests from customers for ACI system quotes.

Dr. Michael Durham, President & CEO of ADA-ES, commented, "The sale of ACI equipment is the precursor to the purchase of activated carbon (AC) by these plants. The amount of bid and proposal activity continues to validate our expectations for the development of a significant market for AC in the next few years. We have previously released our plans for supplying AC to this market and will provide progress updates as we achieve major milestones in the next two quarters."

#### **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 that those contracts will not be terminated prior to completion, either for convenience or for cause; 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 on reasonable terms of either private and/or public funding necessary to meet our expansion plans for the AC business; changes in laws or regulations, results of demonstrations of ADA-ES’ and other’s licensed technologies, operational difficulties, availability of raw materials, availability of skilled personnel, early termination of existing contracts, and other factors, which 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.*

**Contact:**

ADA-ES, Inc.  
Michael D. Durham, Ph.D., MBA, President  
Mark H. McKinnies, Senior VP & CFO  
(303) 734-1727  
[www.adaes.com](http://www.adaes.com)

-or- Investor Relations Counsel  
The Equity Group Inc.  
[www.theequitygroup.com](http://www.theequitygroup.com)  
Melissa Dixon, (212) 836-9613  
[MDixon@equityny.com](mailto:MDixon@equityny.com)  
Linda Latman, (212) 836-9609  
[LLatman@equityny.com](mailto:LLatman@equityny.com)

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