



FOR IMMEDIATE RELEASE

ADA-ES Progressing with Plans to Meet Activated Carbon Demands of Current State Regulations and a Possible Strict Federal Rule for Mercury Control

Ruling by DC Circuit Court Against EPA Could Create Potential U.S. Market for One Billion Pounds of AC per Year

LITTLETON, CO – February 11, 2008 – ADA-ES, Inc. (NASDAQ:ADES) announced that it continues to make progress on its plans to build new activated carbon (AC) production facilities to meet what it expects could be increased market demand for AC as a result of a ruling, handed down on Friday, February 8, 2008, by the United States Court of Appeals for the DC Circuit. The Court ruled in favor of a dozen States and several environmental groups on Friday, holding that the Environmental Protection Agency (EPA) erred in its process that resulted in the relatively lenient Clean Air Mercury Rule (CAMR). Although the Court's ruling invalidates CAMR and remands the matter to the EPA for further proceedings, several credible observers believe that the Court's ruling is likely to result in the EPA developing stricter mercury control rules.

Dr. Michael Durham, President and CEO of ADA-ES, commented, "We have been pursuing an aggressive strategy to ensure that we will be able to supply the AC needs of our coal-fired power customers. Despite regulatory uncertainty, we have taken steps and invested capital prior to the adoption of final, binding Federal regulations, in order to be in position to respond to the AC market that we believe will result from more stringent limits on mercury emissions. With this Circuit Court ruling, it appears that our plans for permitting multiple production lines to meet a larger AC market are more likely to pay off for both the Company and our customers."

ADA has previously announced plans for building a new large-scale AC production facility, with the first of six production lines expected to be operational in early 2010. The demand for the output from the first production line is based on expected needs from plants that are required to meet current State mercury control regulations and consent decrees. ADA has engaged an Engineering, Procurement and Construction company to perform the preliminary work needed to build the plant, which, if completed, will be the largest AC plant built to date. ADA is also in the process of procuring long lead time equipment items for the plant. As announced earlier, ADA is continuing its selection process with potential strategic partners to provide a portion of the equity needed to finance the plant, with plans to confirm the final arrangement by April. ADA is also negotiating long-term contracts to supply customers with AC from the first plant, which are necessary to provide the cash flow to support debt financing needed to build the plant. ADA's goal is to have contracts with a total value of \$200 to \$400 Million in place by financial close in June.

In addition to the first production line, ADA is permitting five additional lines at three sites in Louisiana and North Dakota. Each production line is designed to produce up to 175 million pounds of AC per year. With total annual production capacity from all six lines in excess of one billion pounds of AC, ADA could meet the expected needs of most coal-fired power plants that could result from stricter Federal mercury control regulations.

ADA has also announced plans to begin sourcing foreign AC to sell for mercury control in 2008 and 2009, for new power plants coming on-line, and for existing plants in states with near-term mercury control regulations. ADA's interim plan for supplying AC is being led by John Rectenwald, who joined ADA in December, 2007, with 27 years of experience in the manufacture of AC. The team is further strengthened by Steve Young, who joined ADA in 2006. Mr. Young, who previously worked with Mr. Rectenwald developing carbons for new markets and expanding production capabilities, has more than 35 years of experience in AC production.

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 press release contains forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934, which provides a "safe harbor" for such statements in certain circumstances. These statements are based on current expectations, estimates, forecasts, projections, beliefs and assumptions of our management. Actual results may vary materially from such expectations. These statements are prefaced by words or phrases such as "believe," "will," "hope," "expect," "anticipate," "intend" and "plan," the negative expressions of such words, or words of similar meaning, and these statements include, but are not necessarily limited to, our expectations concerning our plans for securing an interim supply of activated carbon (AC), obtaining adequate storage and treatment facilities for the AC, building a new AC plant, including applying for and securing the necessary permits and regulatory approvals, expected costs of construction and timing of commercial operation of the plant, as well as the expected market for the AC to be produced by the plant. Such statements involve significant risks and 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, availability of and demand for alternative energy sources, failure to satisfy performance guarantees, availability of adequate supplies of treatable carbon to meet interim AC demand, availability of appropriate facilities to store and treat such AC, the availability of federal funding to support certain of our research and development work, the availability of funding for procurement of the facilities necessary to store and treat carbon for interim AC supply needs, funding needed for the construction of the new AC plant on reasonable terms, our ability to secure necessary permits and other regulatory approvals, our ability to negotiate and enter into ancillary agreements needed to allow us to finance, design and build the new AC plant, access to necessary raw materials, anticipated or unexpected changes in laws or regulations, results of demonstrations of ADA's and other's licensed technologies, operational difficulties, availability of skilled personnel, and other factors, which we discuss in greater detail in our filings with the U.S. Securities and Exchange Commission (SEC). You are cautioned not to place undue reliance on the forward-looking statements made in this release, and to consult filings we make with the SEC for additional discussion concerning risks and uncertainties that may apply to our business and the ownership of our securities. 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.

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