



FOR IMMEDIATE RELEASE

ADA-ES TO PRESENT AT PIPER JAFFRAY CLEAN TECHNOLOGY & RENEWABLES CONFERENCE

LITTLETON, CO – February 14, 2008 – ADA-ES, Inc. (NASDAQ:ADES) today announced that Michael D. Durham, Ph.D., President and CEO and Mark McKinnies, Senior Vice President and CFO, will present at the Piper Jaffray Clean Technology & Renewables Conference on Wednesday, February 20, 2008 at 1:30 pm ET in New York, NY.

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

The presentation and accompanying slides will be webcast live via the Investor Information section of the Company's website at www.adaes.com. If you are unable to listen live, the presentation will be archived on the website. Additionally, the presentation slides will be filed as a Current Report on Form 8-K with the U.S. Securities and Exchange Commission on February 20, 2008.

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 presentation referenced in this press release will contain 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 will be based on current expectations, estimates, forecasts, projections, beliefs and assumptions of our management. Actual results may vary materially from such expectations. These statements will be 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 will include, but will not necessarily be limited to, statements or expectations regarding future revenues or other financial measures, anticipated projects and new contracts, our plans to build a new activated carbon (AC) production facility, 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, our plans to secure interim supplies, treatment and storage facilities for AC to supply customer needs pending the completion of this new facility, to qualify our "clean coal" technology for Section 45 tax credits, to develop CO₂ capture technology, anticipated growth in the markets we serve and hope to serve in the future, and related matters, including our position in those markets. 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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