



FOR IMMEDIATE RELEASE

ADA-ES Achieves Significant Milestone With Plans to Provide Activated Carbon to the Power Industry

Company's Chemically Treated AC Successfully Reduces Mercury Emissions by Greater than 90% on Western Coal

LITTLETON, CO – February 27, 2008 – ADA-ES, Inc. (NASDAQ:ADES) announced today it has successfully completed the first full-scale tests of its chemically treated activated carbon (AC) that it intends to sell to coal-fired power plants for reducing mercury emissions. In January, ADA announced its plan for producing a near-term supply of high-quality AC by purchasing raw activated material from foreign producers and then milling, chemically treating, packaging, and delivering product to utility customers. ADA produced its first batches of AC in January and has just completed the first performance tests of the product at a power plant burning Western PRB coal. While operating with ADA's AC, it was possible to reduce mercury emissions by greater than 90% at a very competitive feed rate.

This is a significant milestone for ADA in its plans to become a major supplier of mercury control sorbents. The near-term supply of high-quality AC is needed as market forecasts predict AC demand increasing to over 150 million pounds per year in 2009. ADA's plan is to capture a portion of this market beginning in the second half of 2008. ADA had to demonstrate that its AC is effective for capturing mercury produced when burning lignite and Western subbituminous coals before it could market the product. The application of AC to Western Coals is expected to represent the dominant part of the mercury-control market over the next three years.

ADA's interim plan for supplying AC is being led by John Rectenwald and Steve Young, who have a combined 60 years of senior level experience in the production of AC. This interim product will precede and then potentially supplement AC from ADA's Greenfield AC production plants, which are currently under development. ADA has previously announced plans for building new AC production capacity, with the first plant expected to be operational in early 2010. Permitting is ongoing in Louisiana and North Dakota for three sites, with up to six production lines, which will be capable of producing total AC in excess of a billion pounds per year. With the recent DC Circuit Court ruling against EPA on its existing mercury control rule (CAMR), a stricter Federal rule is expected to follow soon, which could create a market sufficient to justify the additional production lines that ADA has planned.

Dr. Michael Durham, President and CEO of ADA-ES, commented, "These exciting performance results are critical to our sales and marketing efforts for long-term, take-or-pay contracts for AC. Our interim product plan creates greater potential for AC sales revenue in 2008 and 2009, and will allow us to compete for contracts that require AC supply prior to the 2010 startup of our planned new production line. The addition of the AC production expertise and experience we obtained through John and Steve make us confident in our ability to produce a quality product, and achieving our 90% goal in our first full-scale demonstration has validated our decisions."

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, ADA-ES 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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