



FOR IMMEDIATE RELEASE

ADA-ES AWARDED PATENT FOR ENHANCEMENT OF MERCURY CONTROL EQUIPMENT

Innovative Design Has Demonstrated Significant Increases in Capture Efficiency

Littleton, CO – April 23, 2008 – ADA-ES, Inc. (NASDAQ: ADES) today announced that on April 22, 2008, the U.S. Patent and Trademark Office issued the Company a patent covering technology to improve the performance of activated carbon injection (ACI) equipment for control of mercury emissions from coal-fired electrical generating units. U.S. Patent Number 7,361,209 "Apparatus and Process for Preparing Sorbents for Mercury Control at the Point of Use" includes claims for the addition of jet-milling equipment to the ACI system to precisely control the size of activated carbon particles being injected into a plant's gas stream. By optimizing the size of the AC particles, improvement in mercury capture by up to 20% has been demonstrated in full-scale tests conducted with the new equipment design.

Dr. Michael Durham, President & CEO of ADA-ES stated, "The sale of ACI equipment is vital to our near-term revenues and long-term growth strategy. We are excited about this patent because the technology gives us an additional resource to meet the needs of our customers with challenging mercury control applications. We believe the improved mercury capture that this enhancement has demonstrated will give us a strong competitive advantage in the sale of ACI systems. We are pleased to now incorporate this innovation into our commercial mercury control offerings."

Revenue from the sale of ACI equipment was the Company's largest revenue component in 2007, and is expected to be a dominant part of 2008 revenues. During the first quarter, ADA-ES responded to requests for quotations for 30 ACI systems for plants generating over 10,000 megawatts of electrical power. As previously announced, the Company expects that approximately 150 ACI systems will be needed to meet the current emission control requirements mandated under state regulations and for new power plants. With a stricter Federal rule, the total market could grow to 600-700 ACI systems. ADA has also announced aggressive plans for providing activated carbon for this rapidly developing market.

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 information 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. 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; the effectiveness of our newly patented technology and its impact on our ability to compete in the ACI systems market, our expectations regarding winning additional competitive bids for ACI systems and our expectations concerning implementing our plans for expanding our mercury control business into AC supply. 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, our ability to win competitive bids for ACI systems, the availability on reasonable terms of either private and/or public funding necessary to meet our expansion plans for the AC business, and changes in laws or regulations, among other factors, all of which we discuss in greater detail in our filings with the U.S. Securities and Exchange Commission, with particular emphasis on the risk factor disclosures contained in those filings. 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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