



FOR IMMEDIATE RELEASE

ADA-ES AWARDED CONTRACTS FOR FOUR MERCURY CONTROL SYSTEMS

Existing State Regulations Drive Market Demand

Littleton, CO – June 2, 2008 – ADA-ES, Inc. (NASDAQ: ADES) is providing an update on its sales and supply of activated carbon injection (ACI) systems that control mercury emission from coal-fired electrical generating units. During April and May, ADA-ES has been awarded four contracts for ACI systems to be delivered in late 2008 and 2009.

The awards are for existing power plants in the mid-Atlantic and north central regions and a new plant in the south western region of the United States. Two of the plants utilize bituminous coal and two plants utilize Power River Basin coal for their fuel supply. These four plants represent a total of 2,056 MWs of generating capacity.

Dr. Michael Durham, President & CEO of ADA-ES stated, "These awards are the result of state mercury emissions regulations for existing plants and strict emissions standards required to build a new coal-fired power plant. We expect these existing regulations will be the primary drivers of demand for ACI systems and activated carbon through 2010. In addition, the May 20th denial of EPA's petition for an en banc rehearing on CAMR by the DC District Circuit Court will likely lead to a stricter federal mercury emission rule in the near term. This will create an even larger market for our mercury control products beyond 2010."

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. The forward-looking statements contained in this release include: our expectations concerning market demand and the likelihood of a stricter federal mercury emission rule. 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, demand

for alternative energy sources, changes in laws or regulations, and availability of raw materials, 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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