



**FOR IMMEDIATE RELEASE**

**ADA-ES Awarded Multi-Year Contract to Supply Luminant  
With Activated Carbon to Reduce Mercury Emissions**

**Six-Year Supply Contract Exceeds \$125 Million**

**LITTLETON, CO** – September 10, 2008 – ADA-ES, Inc. (NASDAQ:ADES) announced today it has signed an activated carbon (AC) agreement with Luminant, a Dallas-based, competitive power-generation business, to supply treated AC to reduce mercury emissions at Luminant's coal-fueled generating plants.

The contract begins in early 2009 and runs through December 2014. Early supply of AC will be provided by ADA's Interim Supply program until mid-2010, when ADA's new AC manufacturing facility is expected to commence operation. The confirmed minimum volumes will result in total revenues for the term of the contract in excess of \$125 million. The contract also provides two option periods when Luminant could increase AC quantities, which could result in significant additional revenues.

Dr. Michael Durham, President and CEO of ADA-ES, commented, "This is the largest contract placed to date for the coal-fueled power generation mercury control market. We are thrilled about this contract and the confidence it shows in ADA's mercury control expertise and in our AC production project. The total value and terms of this contract represent the anchor tenant needed to support financing of our new AC plant. We've heard time and again from our clients that they want additional sources of United States-based AC. Our plant will provide them with a large, reliable supply of a chemical that is critical to their ability to operate while meeting environmental commitments."

**About ADA-ES**

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, activated carbon, mercury measurement instrumentation, and related services. To meet the needs of the power industry for mercury control, the Company is developing state-of-the-art facilities to produce activated carbon (AC) with the first plant projected to come on-line in 2010. Additionally, the Company is developing technologies for power plants to address issues related to the emissions of carbon dioxide.

*Our statements regarding expected contract revenues, our ability to supply activated carbon (AC) under the contract in the near term and in the longer term from our planned activated carbon manufacturing facility, including when the planned facility will be operational and our ability to increase production from that facility as necessary are 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*

*and involve significant risks and uncertainties. Actual events or results could differ materially as a result of various factors, including but not limited to the availability of adequate supplies of AC and other raw materials and treatment and storage facilities for AC when needed for the near term; changes in the costs and timing of construction of our AC manufacturing facility; inability to sign or close acceptable definitive agreements for financing, construction or off-take agreements with respect to the facility in a timely manner; changes in laws or regulations, prices, economic conditions and market demand; impact of competition and the lawsuit by Norit Americas; operational difficulties; availability of skilled personnel; our ability to secure necessary permits and other regulatory approval; changes in laws or regulations and other factors discussed in our filings with the 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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