



FOR IMMEDIATE RELEASE

**ADA-ES SCHEDULES 2009 FIRST QUARTER FINANCIAL RESULTS NEWS RELEASE
AND CONFERENCE CALL FOR THURSDAY, MAY 14, 2009**

LITTLETON, CO – May 6, 2009 – ADA-ES, Inc. (NASDAQ:ADES) announced today that it will issue its financial results for the first quarter ended March 31, 2009 on Thursday, May 14, 2009 before the stock market opens.

Dr. Michael Durham, President & CEO and Mark McKinnies, CFO, will conduct a conference call focusing on the financial results, pending clean coal initiatives, progress on its interim AC storage and processing facility, an update on the now under construction AC manufacturing facility, along with the status of its debt and equity financing, and other developments at 10:00 a.m. ET on Thursday, May 14, 2009. Interested parties may participate in the call by dialing 706-679-3200. Please call in 10 minutes before the call is scheduled to begin, and ask for the ADES call (conference ID #93884388).

The conference call will also be webcast live via the Investor Information section of ADA-ES' website at www.adaes.com. To listen to the live call please go the website at least 15 minutes early to register, download and install any necessary audio software. If you are unable to listen live, the conference call will be archived on the website.

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 (AC), mercury measurement instrumentation, and related services. To meet the needs of the power industry for mercury control, the Company is constructing state-of-the-art facilities to produce 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.

This press release contains and the conference call referenced in this press release will include 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. The forward-looking statements include, but will not necessarily be limited to,

statements or expectations regarding future revenues, funding requirements and other financial measures, anticipated projects and new contracts, our AC production and processing facilities, our interim AC supply plans, expected governmental actions, sizes of and changes in our target markets, our Refined Coal technology and related tax credits, our CO₂ capture technology, federal funding of our technology development, existing litigation and related matters. These statements are based on current expectations, estimates, projections, beliefs and assumptions of our management. 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, changes in the costs and timing of construction of the AC facility; failure to raise additional equity financing; failure to satisfy funding or other conditions in our equity financing agreements; inability to sign or close acceptable debt financing, coal supply or off-take agreements with respect to the AC facility in a timely manner; availability of raw materials and equipment; the government's failure to enact regulations or appropriate funds that benefit our business; changes in laws and regulations, prices, economic conditions and market demand; impact of competition and litigation; availability, cost of and demand for alternative energy sources and other technologies; operational difficulties; availability of skilled personnel; failure to satisfy performance guaranties; results of demonstrations of our technologies and other factors discussed in greater detail in our filings with the Securities and Exchange Commission (SEC). You are cautioned not to place undue reliance on our forward-looking statements and to consult filings we make with the SEC for additional risks and uncertainties that may apply to our business and the ownership of our securities. Our forward-looking statements are presented as of the date made, and we disclaim any duty to update such statements unless required by law to do so.

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