



FOR IMMEDIATE RELEASE

**ADA-ES BUILDS ACTIVATED CARBON PROCESSING FACILITY IN NATCHITOCHES
PARISH, LOUISIANA**

**Construction Commenced in November 2008 and Will Complement Company's
Activated Carbon Production Plant in Red River Parish**

LITTLETON, CO – January 5, 2009 – ADA-ES, Inc. (NASDAQ:ADES) today announced that its subsidiary Crowfoot Supply Company, LLC has started construction of a greenfield facility to process activated carbon (AC) at the Port of Natchitoches in Natchitoches Parish, Louisiana. The facility, which will be capable of processing 8,000 lbs/hour of powdered AC, will encompass 40,000 sq. ft. for storage plus a materials processing center as well as loading and transfer capabilities for bulk bag, truck trailer and rail cars. The Natchitoches port location facilitates load out onto barges for high volume delivery requirements. State-of-the-art air pollution control equipment will be installed to assure environmental compliance.

In August, ADA-ES' subsidiary Red River Environmental Products, LLC began construction of the largest AC production plant in North America in Red River Parish, Louisiana, about 30 miles north of Natchitoches. This new storage and processing facility will complement the Red River production plant by enabling the Company to process and deliver AC produced by overseas third parties to customers prior to the Red River plant coming on line. The Natchitoches facility has easy access to rail and barge transportation and is scalable for additional long-term processing and storage capacity for this growing market.

Dr. Michael Durham, President and CEO of ADA-ES, commented, "This new facility reflects our continued commitment to provide clean coal technology to the power industry. We are very pleased to expand our investment in this resource-rich area of the country. The local government and community have been very supportive and we look forward to a long, rewarding working relationship with our neighbors."

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 developing state-of-the-art facilities to produce activated carbon 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 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 included in this release include statements regarding the size and capabilities of the new processing facility and size and timing of commencement of operations at the Company's AC facility. 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 planned facilities; failure to raise additional equity financing needed for the AC facility; failure to satisfy funding or other conditions in the equity financing agreements for the facilities; inability to sign or close acceptable debt financing, coal supply or off-take agreements with respect to the facilities in a timely manner; availability of raw materials and treatment and storage facilities; changes in laws or regulations, prices, economic conditions and market demand; impact of competition and litigation; cost of and demand for alternative energy sources; operational difficulties; availability of skilled personnel 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.

Contact:

ADA-ES, Inc.
Michael D. Durham, Ph.D., MBA, President
Mark H. McKinnies, Senior VP & CFO
(303) 734-1727
www.adaes.com

-or-

Investor Relations Counsel
The Equity Group Inc.
www.theequitygroup.com
Melissa Dixon, (212) 836 9613
MDixon@equityny.com
Linda Latman, (212) 836-9609
LLatman@equityny.com