



FOR IMMEDIATE RELEASE

ADA CARBON SOLUTIONS SIGNS CONTRACT FOR ACTIVATED CARBON

Second Contract for Mercury Control in Canada

Littleton, CO – March 16, 2010 - ADA Carbon Solutions, LLC (“ACS”), the joint venture owned by ADA-ES, Inc. (NASDAQ: ADES) and Energy Capital Partners (“ECP”), today announced that its wholly-owned subsidiary, Red River Environmental Products, LLC (“Red River”), has signed an additional contract with a coal-fired power company to provide activated carbon (“AC”) to control mercury emissions.

Marilyn Treacy, Senior Vice-President of Sales and Marketing at ACS, stated, “This AC contract will enable our customer to meet mercury regulations in Eastern Canada. As we approach the initial startup of our AC plant, our customers welcome our entry into the market and acknowledge the advantages of contracting with ACS for their AC requirements for mercury emissions. With our current contracts, we are supplying customers from the Southwestern and Southeastern regions of the U.S. to Western and Eastern Canada and plants in between. We are delighted that we have been given the opportunity to bring our technical knowledge and resources to support the coal-fired industry in meeting the mercury emissions standards of a new era.”

Red River is currently building the largest and most “environmentally friendly” AC production line in North America. The plant, which is being constructed in Coushatta, LA, is designed to produce 150 million pounds of AC per year. The plant is expected to begin commercial production of AC in May 2010. In December 2009, the U.S. Department of Energy (“DOE”) announced it had approved a conditional commitment for a loan guarantee of \$245 million, subject to the completion of due diligence and the satisfaction of other customary closing conditions, which will be used to help finance the plant. Red River currently supplies AC to some of the largest U.S. power companies from its 60 million pound per year processing facility located in Natchitoches, Louisiana. For additional information please visit www.ada-cs.com.

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 segment, Mercury Emission Control, ADA-ES supplies activated carbon injection systems,

mercury measurement instrumentation, and related services. To meet the needs of the power industry for mercury control, a joint venture of ADA-ES, ACS, is developing state-of-the-art facilities to produce AC with the first plant projected to come on-line in 2010. In addition, ADA-ES, through its Clean Coal Solutions joint venture, provides its patented refined coal technology, CyClean, to utilities to enhance combustion of and reduce emissions from Powder River Basin coals in cyclone boilers. ADA-ES is also developing technologies for power plants to address issues related to the emissions of carbon dioxide. For more information, visit: www.adaes.com.

About Energy Capital Partners

ECP is a private equity firm focused on investing in the power generation, midstream gas, renewable and electric transmission sectors of North America's energy infrastructure. ECP's management has substantial experience leading successful energy companies and energy infrastructure investments. ECP has offices in Short Hills, N.J., and San Diego, CA. For more information, visit www.ecpartners.com.

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 DOE loan guarantee and expected size, capacity and timing of operations at ACS' first AC plant. 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 termination of DOE's conditional commitment, changes in the costs and timing of construction; impact of litigation and competition; changes in laws and regulations, prices, economic conditions and market demand; operational difficulties; and availability of debt and equity financing, raw materials, equipment, and skilled personnel. You are cautioned not to place undue reliance on our forward-looking statements. 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., CEO & 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

ADA Carbon Solutions, LLC
Marilyn C. Treacy, VP, Sales & Marketing
(303) 339-8854
marilynt@adaes.com