



FOR IMMEDIATE RELEASE

**ADA-ES TO PRESENT AT KAUFMAN BROS. 11TH ANNUAL INVESTOR CONFERENCE
ON FRIDAY, SEPTEMBER 5TH**

LITTLETON, CO – August 29, 2008 – ADA-ES, Inc. (NASDAQ:ADES) today announced that Michael D. Durham, Ph.D., President and CEO will present at the Kaufman Bros. 11th Annual Investor Conference on Friday, September 5, 2008 at 8:30 am ET in New York, NY. The conference is being held at W Hotel in New York City.

ADA-ES' presentation will provide an update on the progress of its Activated Carbon production facility, including the status of the project financing and strategic partner as well as favorable developments with its CO₂ control business.

The presentation and accompanying slides will be webcast live via the Investor Information section of the Company's website at www.adaes.com. If you are unable to listen live, the presentation will be archived on the website. Additionally, the presentation slides will be filed as a Current Report on Form 8-K with the U.S. Securities and Exchange Commission on Thursday, September 4, 2008.

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.

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 timing of commencement of operations at our planned 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 AC 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; availability of raw materials and treatment and storage facilities; 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 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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