



## **FOR IMMEDIATE RELEASE**

### **PROGRESS ON ADA-ES ACTIVATED CARBON PLANT APPEARS TO HAVE SPURRED LEGAL CHALLENGE FROM COMPETITOR**

#### **Largest AC Production Plant in the Country Designed to Meet Mercury Control Needs**

**LITTLETON, CO** – August 7, 2008 – ADA-ES, Inc. (NASDAQ:ADES) today responded to a press release issued by Norit Americas announcing the filing of a lawsuit against ADA-ES alleging misappropriation of trade secrets. Norit Americas' press release states that they have asserted claims against ADA-ES and two activated carbon production experts, John Rectenwald and Stephen D. Young, who joined ADA's team in the last two years.

Dr. Michael D. Durham, President and CEO of ADA-ES, commented, "While we believe that matters in the courts are best resolved in the courts, Norit's decision to make its public announcement of these wholly unfounded allegations compels us to respond. We intend to defend the Company and our employees vigorously against these baseless charges."

Durham continued, "We perceive Norit's action as a response to our recent success in development of the largest carbon production facility in the United States. On Tuesday, we announced significant progress had been made on financing and construction contracts such that we hope to break ground at our Louisiana site in the next few weeks. This facility is permitted to produce 350 million pounds of activated carbon ("AC") per year. If fully built out, this facility could produce nearly twice as much AC as Norit in the U.S."

#### **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 breaking ground and commencement of operations at our planned AC facility and expected volumes of AC to be produced at the 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, availability of financing for and changes in the costs and timing of construction of the planned AC facility; 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 discussed in this release; 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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