



## **FOR IMMEDIATE RELEASE**

### **ADA-ES ANNOUNCES TWO INVESTMENT CONFERENCE PRESENTATIONS**

**LITTLETON, CO** – November 25, 2008 – ADA-ES, Inc. (NASDAQ:ADES) today announced that Michael D. Durham, Ph.D., President and CEO and Mark McKinnies, Senior Vice President and CFO will present at the FBR Capital Markets 2008 Fall Investor Conference on Tuesday, December 2, 2008 at 10:45 AM EST at the Grand Hyatt in New York City.

Dr. Durham and Mr. McKinnies will also be presenting at the Raymond James 1<sup>st</sup> Annual Coal Investors Conference on Thursday, December 4, 2008 at 3:00 PM EST at the Grand Hyatt in New York City.

Both presentations will be webcast live via the Investor Information section of the Company's website at [www.adaes.com](http://www.adaes.com). If you are unable to listen live, the presentations 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 December 2, 2008.

Professional investors that wish to meet with ADA-ES management but are unable to attend these conferences should contact Melissa Dixon at The Equity Group (contact details are below) to arrange a private meeting.

#### **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 and the referenced presentations will contain 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 will include statements relating to coal; future bids, contracts, projects, project funding and revenues; the AC production facility the Company is building and its ability to supply AC; the likelihood, timing and impact of new laws and court rulings on the Company's target markets; and anticipated sizes of and growth in its target markets. 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; failure to raise additional equity financing needed for the facility; failure to satisfy funding or other conditions in the joint venture agreement for the facility; inability to sign or close acceptable debt 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 litigation; availability, 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.*

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