



## **FOR IMMEDIATE RELEASE**

### **JOE WONG JOINS ADA CARBON SOLUTIONS AS NEW VICE PRESIDENT OF TECHNOLOGY**

Littleton, CO – February 22, 2011 - ADA Carbon Solutions, LLC (“ACS”), the joint venture owned by ADA-ES, Inc. (NASDAQ: ADES) and Energy Capital Partners (“ECP”), today announced that Joe Wong, Ph.D, has joined ACS as the new Vice President of Technology. In this role, Dr. Wong will lead all technical efforts for ACS and be responsible for innovation across the product line.

Dr. Wong brings an impressive background in both technology leadership and business development roles. He began his career with MeadWestvaco in 1987 and progressed rapidly through their Research organization, becoming a Research Group Leader and guided a team of 40 scientists with a focus on several specialty chemicals including activated carbon. In 1997, he was promoted to Research Director and in 2000, took on the role of Vice President, Human and Technology Resources in MeadWestvaco's Consumer Packaging Group. In this role he continued to lead the technology function reporting directly to the group president, and in addition, he took on business development duties. In 2002, he was appointed to the role of Vice President, Business Development for the Specialty Chemicals Division where he spent the next six years spearheading new growth initiatives through internal development as well as acquisitions and other outside ventures.

Most recently, Dr. Wong was a member of the leadership team for Global Productivity Solutions Consulting Group where he has launched and led several Six Sigma/Lean Manufacturing initiatives for various Fortune 500 companies. Dr. Wong holds a B.S. in Chemical Engineering from the University of Houston and a M.S. and Ph.D in Chemical Engineering from the University of Texas. He also attended the Executive Management program at the Kellogg School of Management and has actively participated in both industry and academia organizations.

ACS recently commenced operation of the largest and most “environmentally friendly” activated carbon (“AC”) production facility in North America. The plant, in Coushatta, LA, is designed to produce 150 million pounds of AC per year, primarily targeted for emissions control of mercury from coal-fired boilers. For additional information please visit [www.ada-cs.com](http://www.ada-cs.com).

#### **About ADA-ES**

ADA-ES is a leader in clean coal technology and the associated specialty chemicals, serving the U.S. and Canadian coal-fueled power plant industry. Our proprietary environmental technologies and specialty chemicals enable power plants to enhance existing air pollution control equipment, minimize mercury, CO<sub>2</sub> and other emissions, maximize capacity, and improve operating efficiencies, to meet the challenges of existing and pending emission control regulations.

#### **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](http://www.ecpartners.com).

*This press release contains a forward-looking statement within the meaning of Section 21E of the Securities Exchange Act of 1934, which provides a "safe harbor" for such statement in certain circumstances. The statement regarding when the new AC plant will be in full operation is forward-looking, is based on current expectations, estimates, projections, beliefs and assumptions of ADA and ACS management and involves significant risks and uncertainties. Actual events or results could differ materially from the forward-looking statement as a result of various factors, including but not limited to, changes in laws and regulations, prices, economic conditions and market demand; timing of new and pending regulations and any legal challenges to them; impact of competition and legal proceedings; availability, cost of and demand for alternative energy sources and other technologies; technical, start-up and operational difficulties; failure to raise additional financing or satisfy terms of existing agreements; inability to sign or close acceptable coal supply and off-take agreements in a timely manner; and other factors discussed in greater detail in ADA-ES' filings with the Securities and Exchange Commission (SEC). You are cautioned not to place undue reliance on the forward-looking statement and to consult filings ADA-ES makes with the SEC for additional risks and uncertainties that may apply to its business and the ownership of its securities. 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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