



FOR IMMEDIATE RELEASE

ADA-ES PROVIDES UPDATE ON REFINED COAL ACTIVITIES

Successfully Completes First Year of Operation of Two Refined Coal Facilities

First of 16 Planned New Facilities Successfully Placed-in-Service and Passes Emissions Qualifications

LITTLETON, CO – July 11, 2011– ADA-ES, Inc. (NASDAQ:ADES) (“ADA” or “the Company”) today provided an update on the progress of activities at Clean Coal Solutions, LLC (“Clean Coal”), the Company’s joint venture with an affiliate of NexGen Resources Corporation and an affiliate of The Goldman Sachs Group, Inc. Clean Coal’s patented coal technology, CyClean, is a cost effective coal technology used to produce Refined Coal (“RC”), which reduces emissions of NOx and mercury, and qualifies for IRS Section 45 tax credits of over \$6.33 per ton of coal.

ADA reported that in June 2011, Clean Coal completed the first year of operation of two facilities that produce RC for four boilers at two power plants in the Midwest. In their first year of operation, the two new facilities generated approximately \$20 million in revenue and about \$9 million in operating income for ADA. Over the next nine years, these facilities are expected to generate between \$8 and \$9 million in annual operating income for ADA.

The Company also announced that in June 2011, Clean Coal installed the first of 16 planned new facilities at a plant that is expected to burn up to four million tons of RC each year. This new facility was operated for the period of time deemed necessary to meet IRS “placed-in-service” requirements, and when burned, the RC produced demonstrated the reductions in mercury and NOx emissions necessary to qualify for the tax credit. The next four facilities are scheduled to be installed in July and August at plants burning an aggregate of approximately 10 million tons of coal per year. Following the completion of the facility demonstrations, operating permits and contracts between the utilities and the financial institution monetizing the tax credits will need to be finalized prior to commencing full-time operations, which are expected to occur late in the third quarter and in the fourth quarter of this year.

Clean Coal expects to install and commence operating the remaining 11 planned RC facilities in the fall, and is establishing schedules with customers in support of that goal. Clean Coal is

financing the construction and installation of the 16 new RC facilities with a \$10 million line of credit established with a commercial bank. Additional cash should also be available from expected payments of “pre-paid rent” from the monetizer on each facility as it achieves milestones of placed-in-service and full-time operation.

Dr. Michael D. Durham, President and CEO of ADA, commented, “Following Congressional approval in December 2010 that extended by one year the period in which companies may build and install RC facilities, ADA has committed to fabricate and hopes to place-in-service 16 new RC facilities by the end of 2011. Each of these facilities is capable of producing one to five million tons of RC per year, which will result in significant reductions in harmful emissions and material financial benefits for those who utilize the technology. We are very pleased with the progress we are making with regards to this expansion, and look forward to further applications of this proven technology.”

About ADA-ES

ADA-ES is a leader in clean coal technology and the associated specialty chemicals, serving the coal-fueled power plant industry. Our proprietary environmental technologies and specialty chemicals enable power plants to enhance existing air pollution control equipment, minimize mercury, CO₂ and other emissions, maximize capacity, and improve operating efficiencies, to meet the challenges of existing and pending emission control regulations.

With respect to mercury emissions:

- We supply activated carbon (“AC”) injection systems, mercury measurement instrumentation, and related services.
- We are also a joint venture participant in ADA Carbon Solutions (“ADA-CS”), which has commenced operations at its AC production facility
- Under an exclusive development and licensing agreement with Arch Coal, we are developing and commercializing an enhanced Powder River Basin (“PRB”) coal with reduced emissions of mercury and other metals.
- Through our consolidated subsidiary, Clean Coal Solutions, LLC (“Clean Coal”), we provide our patented Refined Coal technology, CyClean, to enhance combustion of and reduce emissions from burning PRB coals in cyclone boilers.

In addition, we are developing CO₂ emissions technologies under projects funded by the U.S. Department of Energy (“DOE”) and industry participants.

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 include, but are not necessarily limited to, statements about our plans and expectations regarding our Refined Coal projects, including CCS' ability to timely build and “place into service” the Refined Coal facilities it has planned prior to the extended placed in service deadline of January 1, 2012, the ability of each RC facility to produce Refined Coal that qualifies for Section 45 tax credits, the amount of RC to be produced at each RC facility and the amount of revenue that each facility will generate, the ability to monetize the Section 45 tax credits that each facility is expected to generate, and the ability to timely complete all of the necessary demonstrations, operating

permits and contracts between the utilities and the financial institution monetizing the tax credits. 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 laws and regulations; the impact of our ongoing legal proceedings; availability of adequate working capital; availability, cost of and demand for alternative energy sources and other technologies; technical, start-up and operational difficulties; the inability of CCS' current leased facilities to continue to produce coal which qualifies for IRS Section 45 tax credits and CCS' ability to build and "place in service" its planned new facilities to meet the extended Section 45 tax credit placed-in-service deadline for the IRS Section 45 tax credits; loss of key 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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