



**FOR IMMEDIATE RELEASE**

**ADA-ES Announces Plans for Near-Term Supply of Activated Carbon for Mercury Control Market**

**New Key AC Production Personnel to Lead Effort**

**LITTLETON, CO** – January 7, 2008 – ADA-ES, Inc. (NASDAQ:ADES) announced today its near-term plan for supplying activated carbon (AC) to coal burning power plants for mercury control. The current plan, which the Company has been working on for the past six months, includes putting in place a supply of mostly foreign AC to meet the growing demand in the mercury control market. Market forecasts predict AC demand increasing to nearly 100 million pounds per year in 2009 and our plan will allow us to capture a portion of this market beginning in the second half of 2008. ADA's product will be processed, including chemical treatment, at a US facility so that it is effective for capturing mercury produced as a byproduct of burning Western lignite and subbituminous coals and will meet the required, stringent quality specifications of this market.

This interim AC supply would precede and then potentially supplement AC from ADA's Greenfield AC production plant, which is currently under development. ADA has previously announced plans for building new AC production capacity, with the first of six production lines expected to be operational in early 2010. Permitting is ongoing for three sites in Louisiana and North Dakota, with up to six production lines, each of which is being designed to produce between 125 and 175 million pounds of AC per year.

The interim plan for supplying AC is being led by John Rectenwald, who has 27 years of experience with the manufacture of AC prior to joining ADA in December of 2007. Mr. Rectenwald previously served on the Board of Norit Americas, where he held positions as Executive VP of Operations, Director of Manufacturing and plant manager. The team is further strengthened by Mr. Steve Young, who joined ADA in 2006. Mr. Young, who worked with Mr. Rectenwald developing carbons for new markets and expanding production capabilities, is a chemical engineer with more than 35 years experience in AC production. He is currently involved in overseeing pilot plant production runs of AC from lignite obtained from ADA's planned production sites that will likely be used to supply feedstock to ADA's new AC plant. These runs provide AC that can be tested by utilities considering contracting with ADA to meet their mercury control needs once the new plant comes on line in 2010.

Dr. Michael Durham, President and CEO of ADA-ES, commented, "Our interim supply plans are supplementary and complementary to our plans for new production, which is scheduled to become available in the first quarter of 2010. When implemented, which we expect could occur as early as the third quarter of 2008, this interim supply should allow us to satisfy our customers' needs during that period, and further leverage our position as a leader in mercury emission control. Our interim and long-term AC production plans, which include building the largest and most environmentally friendly AC plant ever built, have allowed us to attract key personnel with significant experience who want to be a part of this exciting program. We believe that with the combined experience of John and Steve, ADA has as much senior management level AC production expertise as any producer in the country."

## **About ADA-ES**

Headquartered in Littleton, CO, 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, mercury measurement instrumentation, and related services. Additionally, the Company is implementing plans to produce and supply activated carbon for reducing mercury emissions from coal-fired boilers.

*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. These statements are based on current expectations, estimates, forecasts, and projections about the industries in which we operate and the beliefs and assumptions of our management. Actual results may vary materially from such expectations. These statements are prefaced by words or phrases such as "believe," "will," "hope," "expect," "anticipate," "intend" and "plan," the negative expressions of such words, or words of similar meaning, and these statements include, but are not necessarily limited to, our expectations concerning our plans for securing an interim supply of activated carbon (AC), obtaining adequate storage and treatment facilities for the AC, building a new AC plant, including applying for and securing the necessary permits and regulatory approvals, expected costs of construction and expected timing of commercial operation of the plant. 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, changing economic conditions and market demand for ADA-ES' products and services, changes in technology, availability of and demand for alternative energy sources, failure to satisfy performance guarantees, availability of adequate supplies of treatable AC and appropriate facilities to store and treat such AC, the availability of federal funding, the availability of funding for procurement of the facilities necessary to store and treat the AC for interim supply needs and for construction of the new AC plant on reasonable terms; our ability to secure necessary permits and other regulatory approvals, access to necessary raw materials, changes in laws or regulations, results of demonstrations of ADA's and other's licensed technologies, operational difficulties, availability of skilled personnel, and other factors, all of which we discuss in greater detail in our filings with the U.S. Securities and Exchange Commission (SEC). You are cautioned not to place undue reliance on the forward-looking statements made in this release, and to consult filings we make with the SEC for additional discussion concerning risks and uncertainties that may apply to our business and the ownership of our securities. The forward looking statements contained in this press release are presented as of the date hereof, and we disclaim any duty to update such statements unless required by law to do so.*

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