



FOR IMMEDIATE RELEASE

ADA-ES Completes Phase I of Selection Process for Strategic Equity Partners for New Activated Carbon Production Plant

LITTLETON, CO – January 3, 2008 – ADA-ES, Inc. (NASDAQ:ADES) announced today that it has completed the first phase of the selection process for a strategic equity partner for its first Activated Carbon (AC) production facility, and has received Indicative Bid Letters from substantial financial and strategic firms with significant experience in the energy sector. The Bid Letters expressed each entity's interest in investing approximately 50% of the proposed equity in the AC project, which is likely to be carried out through what will initially be a wholly-owned subsidiary of ADA-ES.

The initial phase of the selection process, which was coordinated by the Company's financial advisor, Credit Suisse, involved introducing the AC project to a number of companies in and related to the power generation and coal sectors. The AC production facility, which would be the largest AC plant built to date, is being designed to maximize efficiency and produce the most cost-effective AC product for the mercury control market. ADA-ES is currently in the process of site selection for the first plant, with sites in North Dakota and Louisiana, the two leading contenders; ADA-ES has filed applications for permits to build an AC plant in both states. Commercial operation of the first plant is planned for the first quarter of 2010.

All of the strategic equity partner candidates are well-capitalized and have significant plant operational experience, contracting and transportation expertise, and demonstrated success at developing large projects. In the next phase of the process, ADA and Credit Suisse will narrow this group of interested candidates in order to begin negotiating final terms for a definitive participation agreement.

Dr. Michael Durham, President and CEO of ADA-ES, commented, "We are very pleased with the Bid Letters we received from these companies for this very exciting project. We see the level of interest as a validation of our aggressive, proactive plans for this new market and the progress we have made to-date on project development. With any one of these candidates, we should be able to access not only the resources to move forward on the first, approximately \$300 million production line, but potentially all six production lines we are permitting, which we believe will be needed to meet the demand for AC should a stringent Federal mercury control regulation be passed."

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 building an activated carbon plant, applying for and obtaining permits and other regulatory approvals for such a plant, expected costs of construction, expected timing of commercial operation, expected market for the AC to be produced, and other expectations concerning the project. 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, the availability of federal funding, the availability of private or public funding for construction of the new activated carbon plant on reasonable terms; our ability to reach mutually acceptable terms for a participation agreement with a strategic partner, our ability to secure necessary permits, access to raw materials, changes in laws or regulations, results of demonstrations of ADA-ES and other licensed technologies, operational difficulties, availability of skilled personnel, and other factors, 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 information concerning the 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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