



FOR IMMEDIATE RELEASE

ADA-ES NAMES W. PHILLIP MARCUM TO ITS BOARD OF DIRECTORS

LITTLETON, CO – January 22, 2008 – ADA-ES, Inc. (NASDAQ:ADES) today announced that W. Phillip Marcum, age 63, has joined the Company's Board of Directors, increasing the Board to nine members. Mr. Marcum has not yet been named to any committees of the Board, but is expected to serve on at least one Board committee, possibly more.

Mr. Marcum brings approximately 40 years of extensive financial, operational and managerial experience in the energy industry to ADA-ES' Board. From 1976 to 1987, Mr. Marcum served as Assistant to the President of MGF Oil Corporation before leading the Company as Chief Executive Officer, President and Chairman of the Board. In 1988, he joined Boettcher & Company/Kemper Insurance Co. as Head of the Energy Corporate Finance department before founding Metrotek Technologies, Inc., an energy services and technology company, in 1991, where he served as Chairman of the Board, Chief Executive Officer and President. Since retiring from Metrotek in 2007, Mr. Marcum has served as Principal at MG Advisors, LLC, which is involved in helping small emerging energy-related companies in operations and finance. Mr. Marcum has served on the Board of Directors of Key Energy Services (NYSE:KEG) since 1996, and the Board of Advisors of DDJ Capital, a high-yield investment firm since 2004. Mr. Marcum has a B.B.A. degree from Texas Tech University.

Michael D. Durham, President and Chief Executive Officer of ADA-ES, commented: "We are extremely pleased to welcome Phil to the Board. We expect that ADA-ES will greatly benefit from his extensive financial and operating experience in the energy sector, and we are confident that he will make important contributions during this exciting stage of the Company's development."

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 include the Company's expectations regarding future anticipated projects and contracts, anticipated growth in the markets we serve, and similar items. Such statements involve significant 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, failure to satisfy performance guarantees, availability of federal and/or private funding that will be needed to implement ADA-ES' expansion plans, 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 are discussed in detail in our filings with the U.S. Securities and Exchange Commission. 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. Investors are cautioned not to place undue reliance on these forward-looking statements, and to consult the filings we make with the U.S. Securities and Exchange Commission or other information we release to the public by press release or otherwise before making any decisions with respect to buying or selling our securities.

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