



FOR IMMEDIATE RELEASE

ADA-ES TO PROVIDE ADDITIONAL FINANCIAL INFORMATION ON KEY GROWTH AREAS OF MERCURY CONTROL AND REFINED COAL ON JULY 17 AT CAPSTONE INVESTMENTS SMALL-CAP INVESTOR CONFERENCE

LITTLETON, CO – July 16, 2007 – ADA-ES, Inc. (NASDAQ:ADES) today announced that Michael D. Durham, Ph.D., President and Mark McKinnies, Senior Vice President and CFO, will present at the Capstone Investments Small-Cap Investor Conference on Tuesday, July 17, 2007 at 11:30 am ET. The Conference is taking place at the Milwaukee Athletic Club in Milwaukee, WI.

In its presentation, ADA-ES will provide additional financial information on its key growth areas of mercury control and refined coal. The projections for the mercury control market include breakdowns for engineering services, equipment sales, and the anticipated economics of the “Greenfield” activated carbon manufacturing facilities that the Company plans to develop. ADA-ES is focused on being ideally positioned to respond to the anticipated market for activated carbon, the key chemical needed to capture mercury from power plants.

The presentation slides will be filed as a Current Report on Form 8-K with the U.S. Securities and Exchange Commission on July 17, 2007. Additionally, the audio presentation will be archived on the Investor Information section of the Company’s website at www.adaes.com by July 18.

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.

This news release and the presentation referenced herein contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, which provide a "safe harbor" for such statements in certain circumstances. These statements include the Company’s expectations regarding future revenues or other financial measures, anticipated projects and new contracts, anticipated growth in the market for the Company’s products and services, costs and expenses of implementing projected projects, 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 funding, including federal funding, changes in laws or regulations, results of demonstrations of the Company’s and other licensed technologies, operational difficulties, availability of skilled personnel, and other factors discussed in the Company’s filings with the U.S. Securities and Exchange Commission.

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