



FOR IMMEDIATE RELEASE

ADA-ES TO WEBCAST INVESTOR OUTING PRESENTATION

LITTLETON, CO – October 2, 2007 – ADA-ES, Inc. (NASDAQ:ADES) today announced that it will webcast the management presentation at its Investor Outing being held in Marquette, MI on Thursday, October 4, 2007, from 7:30 am ET until approximately 9:30 am ET.

Presenting from ADA-ES will be:

- Michael D. Durham, Ph.D., President & Chief Executive Officer
- Mark H. McKinnies, Senior Vice President and Chief Financial Officer
- Jean Bustard, Chief Operating Officer
- Richard L. Miller, Vice President of Business Development of Utility Systems
- Sharon Sjostrom, Vice President of Technology
- Nina Bergan French, Ph.D., Director, Refined Coal Products
- Sheila Glesmann, Project Manager, Activated Carbon Production

Following the presentation, attendees will be touring ADA-ES' commercial mercury measurement and control systems operating at work at WeEnergies' Presque Isle Power Plant.

The audio presentation and slides will be webcast live via the Investor Information section of the Company's website at www.adaes.com. If you are unable to listen live, the presentation will be archived on the website.

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.

The presentation referenced in this news release will 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 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, federal funding, 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.

Contact:

ADA-ES, Inc.

Michael D. Durham, Ph.D., MBA, President

Mark H. McKinnies, CFO

(303) 734-1727

www.adaes.com

-or-

Investor Relations Counsel

The Equity Group Inc.

www.theequitygroup.com

Loren G. Mortman (212) 836-9604

LMortman@equityny.com

###