



FOR IMMEDIATE RELEASE

ADA-ES TO PRESENT AT HOWARD WEIL ENERGY CONFERENCE

LITTLETON, CO – March 30, 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 Howard Weil Energy Conference on Wednesday, April 4, 2007 at 11:10 am at the Sheraton New Orleans Hotel.

ADA-ES' presentation will address the Company's recent developments in its primary growth markets, particularly in its mercury emission control segment. This is the first time management will discuss publicly ADA-ES' recent announcements related to vertical integration into the supply of activated carbon.

The presentation will be filed as a Current Report on Form 8-K with the U.S. Securities and Exchange Commission on April 4, 2007, and will also be available to any interested person via the Investor Information section of the Company's website at www.adaes.com.

Howard Weil, Inc. is a leading energy investment boutique that has been hosting energy conferences since 1971. This year an estimated 475 investors will be in attendance as well as over 100 participating companies.

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 press release contains 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, the number and timing of anticipated projects and new contracts, anticipated size of and growth in our target markets, expected shortage in activated carbon supply, costs of building an activated carbon manufacturing facility 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, reductions in federal funding, changes in federal and state laws or regulations, results of demonstrations of the Company's and licensed technologies, inability to obtain funding and other risks related to the development of an activated carbon manufacturing facility, operational difficulties, availability of skilled personnel, and other factors discussed in the Company's 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.

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