



**FOR IMMEDIATE RELEASE**

**ADA-ES TO PRESENT AT PRITCHARD CAPITAL ENERGIZE 2008 CONFERENCE**

**LITTLETON, CO** – January 2, 2008 – ADA-ES, Inc. (NASDAQ:ADES) today announced that Michael D. Durham, Ph.D., President and CEO and Mark McKinnies, Senior Vice President and CFO, will present at the Pritchard Capital Partners “Energize 2008” Conference on Tuesday, January 8, 2008 at 8:00 am PT in San Francisco, CA.

ADA-ES’ presentation will address the Company’s primary growth areas, particularly in its mercury emission control segment.

The presentation slides will be filed as a Current Report on Form 8-K with the U.S. Securities and Exchange Commission on January 8, 2008, and will also be available to any interested person via the Investor Information section of the Company’s website at <http://www.adaes.com>.

Investment professionals interested in attending the Conference and/or scheduling one-on-one meetings with ADA-ES management should contact Melissa Robbins, Pritchard Capital, (985) 809-7000.

**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.

*The presentation referenced in this press release will contain 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 will be based on current expectations, estimates, forecasts, and projections about the businesses in which we operate and the beliefs and assumptions of our management. Actual results may vary materially from such expectations. These statements will be prefaced by words or phrases such as "believe," "will," "hope," "expect," "anticipate," "intend," "plan," "potential" and "propose," the negative expressions of such words, or words of similar meaning. Such forward-looking statements will include, but not necessarily be limited to, statements or expectations regarding future revenues or other financial measures, anticipated projects and new contracts, our plans to build a new activated carbon (AC) production facility, to secure interim supplies of AC to supply customer needs pending the completion of this new facility, to qualify our "clean coal" technology for Section 45 tax credits, and to develop CO<sub>2</sub> capture technology, anticipated growth in the markets we serve and hope to serve in the future, and related matters, including our position in those markets. 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, market demand for ADA-ES' products and services, changes in technology, failure to satisfy performance guarantees, availability of federal funding, availability of private financing which will be needed to implement our expansion plans, changes in laws or regulations, results of demonstrations of our own and other's licensed technologies, operational difficulties, availability of skilled personnel, availability of raw materials and appropriate facilities at reasonable costs, and other factors, which we discuss in greater detail in our filings with the U.S. Securities and Exchange Commission. You are cautioned not to place undue reliance on the forward-looking statements made in the presentation, and to consult filings we make with the U.S. Securities and Exchange Commission for additional information concerning risks and uncertainties that may apply to our business and the ownership of our securities. The forward-looking statements contained in the presentation will be made and based on information as of the date of the presentation. We assume no obligation to update any of these statements based on information after the date of the presentation, unless we are required by law to do so.*

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