



FOR IMMEDIATE RELEASE

**ADA-ES LAUNCHES ACTIVITIES FOR DEVELOPMENT OF ACTIVATED CARBON
PRODUCTION PLANT IN LOUISIANA**

**LOUISIANA STATE REPRESENTATIVE ANNOUNCES ADA-ES' RED RIVER PARISH
SITE SELECTION**

LITTLETON, CO – April 19, 2007 – ADA-ES, Inc. (NASDAQ:ADES) President Dr. Michael Durham and key project team leaders yesterday met with Major General Hunt Downer, Speaker of the House Joe R. Salter, and Louisiana Economic Development Secretary Michael Olivier to jointly announce selection of Louisiana's Red River Parish as a site for permitting and possibly building a new activated carbon production plant. This selection is an important step in the Company's plans to maintain its leadership role in the rapidly developing market for controlling mercury emissions from the coal-fired power industry.

As previously announced, ADA-ES is in the process of securing and permitting multiple sites for "Greenfield" manufacturing facilities to be ideally positioned to respond to the anticipated market for activated carbon, which is the key chemical needed to capture mercury from power plants. To date, 12 States have passed firm mercury control rules, while 13 other States have proposed rules. Based on third-party expert market analysis, the Company estimates that by 2010, mercury control regulations could double the U.S. demand for activated carbon, currently used primarily to remove contaminants from drinking water. In addition, a strict Federal Rule such as that proposed in a bill co-sponsored by Senators Carper and Alexander, could triple the demand by 2012, creating a billion dollar market for activated carbon for mercury control.

The permit timelines and overall business environment will dictate which site would be built first. ADA-ES will continue to evaluate the volume demands for mercury control to determine when additional plants are needed to meet this market.

As announced by Louisiana State representatives yesterday, one of the sites for which ADA-ES has commenced the permitting process is located in Red River Parish, Louisiana. ADA-ES has secured land under option situated adjacent to an active lignite mine, which would provide the primary feedstock and minimize the transportation costs. ADA will apply for permits for two production lines at this site, which would cost approximately \$400 million to construct. Environmental permitting is expected to be completed in early 2008, with commercial operation of the first plant planned by 2010.

Dr. Michael Durham, President of ADA-ES, commented, "We continue to be enthusiastic about our planned vertical integration. The development of one or more activated carbon plants would enable us to satisfy the mercury control needs of our customers in the power generation market, and allow us to fully capitalize on the opportunities we have created. We selected the Red River Parish site because of the desirable qualities of the lignite being mined and the ideal location adjacent to two railroads and a navigable river. In addition, we have received support from State and Community leaders in Louisiana who will assist us with expediting the permitting process to help meet our demanding schedule. We are moving forward in earnest to maintain and enhance our first mover advantage."

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 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 our expectations concerning the growth and size of the market for mercury control and our perceptions of the Company's position in that market; estimated future demand for activated carbon, our plans for building an activated carbon plant and applying for permits, expected timing of receipt of such permits, expected costs of construction and timing of commercial operation and expected results from the Company's development of such a plant. 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, availability of and demand for alternative energy sources, failure to satisfy performance guarantees, the availability of federal funding, the availability of private or public funding for construction of the new activated carbon plant on reasonable terms; ability of the Company to secure necessary permits, access to raw materials, 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 we discuss in greater 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.

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

###