



FOR IMMEDIATE RELEASE

ADA-ES Files Air Permit Application for New Activated Carbon Manufacturing Facility in North Dakota

Follows Similar Application Filed by ADA-ES Last Month for Plant in Louisiana

Littleton, CO – September 6, 2007 – ADA-ES, Inc. (NASDAQ: ADES) today announced that its wholly-owned subsidiary, Underwood Environmental Products, LLC (UEP) filed the air permit application with the North Dakota Department of Health (NDDH) to build what would be the world's largest activated carbon (AC) production facility. The permit application covers two production lines capable of producing up to a total of 350 million pounds of AC per year. The air permit is required to begin construction of the new plant. In August, ADA-ES filed an air permit application to build a similar facility in Louisiana through another wholly-owned subsidiary, Red River Environmental Products, LLC. The permit time lines and overall business environment will dictate whether this facility in North Dakota or the Louisiana site will be chosen as the first to be built.

ADA-ES has secured the rights to acquire property in McLean County, ND adjacent to an active lignite coal mine, which is expected to provide the primary raw material for the manufacturing process, thereby minimizing transportation of the coal needed to produce AC. In this regard, ADA-ES is negotiating a coal supply agreement with the mine.

The Company has made significant progress with its plans to develop AC production plants, enabling the project to stay on schedule to meet the anticipated increased demand for AC, which the Company predicts will reach an additional 400 million pounds per year by 2010, and up to a billion pounds per year by 2012 to 2015. Recent awards of contracts to ADA-ES, including 15 systems announced in the past two weeks (if all options included in these contracts are exercised) to inject AC at power plants for mercury control continue to validate the projected size of this market. Obtaining the operating permits and securing financing in the first quarter of 2008 would allow ADA-ES to begin construction at that time, enabling AC production to meet anticipated 2010 market timing. ADA-ES recently announced the engagement of Credit Suisse to advise on the raising of debt and equity for the capital project.

These large-scale production facilities are being designed to maximize efficiency and produce the most cost-effective AC product for the mercury control market. In addition, ADA-ES believes the facility will be the most environmentally friendly AC production plant ever built.

ADA-ES' first production line is expected to produce enough AC annually to reduce mercury emissions at approximately 10% of current U.S. coal-fired generating capacity. ADA-ES will continue to evaluate the market for the AC product, and will use that information to determine the timing for additional plants needed to meet this market. Upon completion of its first

facility, ADA-ES anticipates that it will assume a leadership role in the manufacture of AC for mercury reduction in the coal-fired power industry.

A project of this size will capitalize on the Company's position as a market leader in providing mercury control equipment and engineering services for utilities operating coal-fired boilers. By maintaining its construction schedule, the Company expects to synchronize production of AC with the expected growth in the AC market. Because of the advanced stage of this project, ADA-ES is currently marketing long-term supply contracts for this critical component for reducing mercury emissions from coal-fired boilers. The Company is also negotiating with strategic partners in the energy industry to provide equity and strengthen the financial resources of the project team.

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. Such statements are prefaced by words such as "anticipates," "believes," "hopes," "expects," "intends" and "plans," or words of similar meaning. The forward-looking statements contained in this release include: our expectations concerning the growth of the market for mercury control and activated carbon for such market; and the size of such markets; our perceptions of the Company's position in those markets; our plans for expansion of our capabilities to serve those markets; our plans for building an activated carbon plant, the size, production capability and environmental impact of such plant; expected sources of raw material; expected timing of commercial operation and expected results from the Company's development of such a plant. Such statements involve significant risks and uncertainties, which could cause actual events or results to 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, ability of the Company to secure necessary permits, access to raw materials, competition, failure to satisfy performance guarantees, the availability of federal funding, the availability of either private and/or public funding on reasonable terms; 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.

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