



FOR IMMEDIATE RELEASE

ADA-ES AWARDED CONTRACT FOR MERCURY CONTROL SYSTEM

Littleton, CO – June 17, 2009 – ADA-ES, Inc. (NASDAQ: ADES) today announced that it has been awarded a contract to supply a mercury emission control system for an existing coal-fired generating unit located in the midwestern United States. This generating unit produces 275 gross megawatts of electricity and utilizes low sulfur Powder River Basin (PRB) coal from Wyoming for its fuel. ADA-ES expects to deliver the system to the new generating unit by the end of 2009.

Dr. Michael Durham, President & CEO of ADA-ES, commented, “This contract is with a power company that has purchased ADA’s Activated Carbon Injection (“ACI”) systems in the past. The current markets for our mercury control systems and powdered activated carbon sorbents are being driven by regulations in 16 states, new power plants being constructed, and regulations in several Canada provinces. We believe this market will expand significantly once new federal mercury legislation or regulations are finalized in the U.S., either through Congress or the Environmental Protection Agency.”

About ADA-ES

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, activated carbon (AC), mercury measurement instrumentation, and related services. To meet the needs of the power industry for mercury control, the Company is developing state-of-the-art facilities to produce AC with the first plant projected to come on-line in 2010. Additionally, the Company is developing technologies for power plants to address issues related to the emissions of carbon dioxide.

This press release contains 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. The forward-looking statements included in this release include statements regarding the expected delivery date of the ACI system, significant expansion of the Company's target markets and timing of commencement of operations at the Company's first AC facility. These statements are based on current expectations, estimates, projections, beliefs and assumptions of our management. 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, changes

in the costs and timing of construction of the planned AC facility; failure to raise additional equity financing needed for the facility; failure to satisfy funding or other conditions in the equity financing agreements for the facility; inability to sign or close acceptable debt financing, coal supply or off-take agreements with respect to the facility in a timely manner; availability of raw materials, equipment and treatment and storage facilities; changes in laws or regulations, prices, economic conditions and market demand; impact of competition and litigation; cost of and demand for alternative energy sources; operational difficulties; availability of skilled personnel and other factors discussed in greater detail in our filings with the Securities and Exchange Commission (SEC). You are cautioned not to place undue reliance on our forward-looking statements and to consult filings we make with the SEC for additional risks and uncertainties that may apply to our business and the ownership of our securities. Our forward-looking statements are presented as of the date made, 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, Senior VP & CFO

(303) 734-1727

www.adaes.com

-or-

Investor Relations Counsel

The Equity Group Inc.

www.theequitygroup.com

Melissa Dixon, (212) 836 9613

MDixon@equityny.com

Linda Latman, (212) 836-9609

LLatman@equityny.com