



## **FOR IMMEDIATE RELEASE**

### **ADA-ES AWARDED \$12 MILLION IN DAMAGES IN LAWSUIT WITH CALGON CARBON CORP.**

Littleton, CO – August 2, 2010 – ADA-ES, Inc. (NASDAQ: ADES) (“ADA”) today announced that it has received a favorable jury verdict from the United States District Court for the Western District of Pennsylvania in Calgon Carbon Corp. v. ADA-ES, Inc., awarding ADA \$12.0 million consisting of \$3.0 million for past and \$9.0 million for future damages for breach of contract.

The case arose out of a March 27, 2007, Memorandum of Understanding (“MOU”) between ADA and Calgon Carbon to jointly market products for the control of mercury emissions from coal-fired power plants. The MOU provided that Calgon would pay ADA a commission on all sales of activated carbon (“AC”) resulting from the joint marketing efforts, with Calgon supplying the AC and ADA leading the sales effort. The jury found that the joint marketing effort resulted in a \$55 million AC contract for Calgon, that Calgon was in breach of the MOU for its refusal to pay ADA commissions on that contract, and awarded ADA damages totaling \$12 million. Payment of the award is subject to appeal.

"We are very pleased with the jury's verdict," said Michael Durham, President and CEO of ADA. "We are gratified that the jury recognized and compensated ADA for the significant value it provided in support of the joint effort with Calgon to supply AC to the Midwestern utility."

#### **About ADA-ES**

ADA-ES is a leader in clean coal technology and the associated specialty chemicals, serving the U.S. and Canadian coal-fueled power plant industry. Our proprietary environmental technologies and specialty chemicals enable power plants to enhance existing air pollution control equipment, minimize mercury, CO<sub>2</sub> and other emissions, maximize capacity, and improve operating efficiencies, to meet the challenges of existing and pending emission control regulations.

With respect to mercury emissions:

- We supply activated carbon (“AC”) injection systems, mercury measurement instrumentation, and related services.
- We are also a joint venture participant in ADA Carbon Solutions (“ADA-CS”), which has commenced operations on its state-of-the-art AC production facility.
- Under an exclusive development and licensing agreement with Arch Coal, we are developing and commercializing an enhanced Powder River Basin (“PRB”) coal with reduced emissions of mercury and other metals.

- Through our consolidated subsidiary, Clean Coal Solutions, LLC (“CCS”), we provide our patented refined coal technology, CyClean, to enhance combustion of and reduce emissions from burning PRB coals in cyclone boilers.

In addition, we are developing CO<sub>2</sub> emissions technologies under projects funded by the U.S. Department of Energy (“DOE”) and industry participants.

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