



FOR IMMEDIATE RELEASE

BRIAN LEEN JOINS ADA CARBON SOLUTIONS AS NEW PRESIDENT AND CEO

Littleton, CO – August 27, 2010 - ADA Carbon Solutions, LLC (“ACS”), the joint venture owned by ADA-ES, Inc. (NASDAQ: ADES) and Energy Capital Partners (“ECP”), today announced that Mr. Brian Leen has joined ACS as its President and CEO.

Mr. Leen brings with him almost 20 years experience in the specialty chemical industry. Prior to joining ACS, he was President of the North American printing ink operations for Sun Chemical Corporation, a global provider of printing inks and pigments with \$3.5 billion in revenues and 10,000 employees. He has a diverse background running global businesses and a track record for driving growth. Jean Bustard, acting President for ACS stated, “We are very excited that Brian has decided to join ACS. He brings growth-oriented, inspiring leadership and a proven commitment to safety. We are confident that Brian’s leadership will enhance our strong management team and help ACS capitalize on its significant market opportunity.”

Mr. Leen and other members of the ADA team will be meeting with customers and industry partners next week in Baltimore at the Power Plant Air Pollutant Control "MEGA" Symposium where ACS and ADA-ES will be exhibiting and presenting technical papers on their technologies.

ACS recently commenced operation of the largest and most “environmentally friendly” activated carbon (“AC”) production facility in North America. The plant, in Coushatta, LA, is designed to produce 150 million pounds of AC per year, primarily targeted for emissions control of mercury from coal-fired boilers. The plant is expected to be in full operation by the end of 2010. For additional information please visit www.ada-cs.com.

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, CO₂ and other emissions, maximize capacity, and improve operating efficiencies, to meet the challenges of existing and pending emission control regulations.

About Energy Capital Partners

ECP is a private equity firm focused on investing in the power generation, midstream gas, renewable and electric transmission sectors of North America’s energy infrastructure. ECP’s management has substantial experience leading successful

energy companies and energy infrastructure investments. ECP has offices in Short Hills, N.J., and San Diego, CA. For more information, visit www.ecpartners.com.

This press release contains a forward-looking statement within the meaning of Section 21E of the Securities Exchange Act of 1934, which provides a "safe harbor" for such statement in certain circumstances. The statement regarding when the new AC plant will be in full operation is forward-looking, is based on current expectations, estimates, projections, beliefs and assumptions of ADA and ACS management and involves significant risks and uncertainties. Actual events or results could differ materially from the forward-looking statement as a result of various factors, including but not limited to, changes in laws and regulations, prices, economic conditions and market demand; timing of new and pending regulations and any legal challenges to them; impact of competition and legal proceedings; availability, cost of and demand for alternative energy sources and other technologies; technical, start-up and operational difficulties; failure to raise additional financing or satisfy terms of existing agreements; inability to sign or close acceptable coal supply and off-take agreements in a timely manner; and other factors discussed in greater detail in ADA-ES' filings with the Securities and Exchange Commission (SEC). You are cautioned not to place undue reliance on the forward-looking statement and to consult filings ADA-ES makes with the SEC for additional risks and uncertainties that may apply to its business and the ownership of its securities. 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.

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