



FOR IMMEDIATE RELEASE

TWO ADA-ES CYCLEAN SYSTEMS BEGIN CONTINUOUS OPERATION

Leases of Refined Coal Facilities for Production of Refined Coal Include Upfront Payments of \$9 Million

Littleton, CO – July 6, 2010 - ADA-ES, Inc. (NASDAQ: ADES) announced that Clean Coal Solutions, LLC (“CCS”), its joint venture with NexGen Refined Coal, LLC (“NexGen”), an affiliate of NexGen Resources Corporation, has signed agreements with a large financial institution to lease two CyClean facilities that produce Refined Coal that is intended to qualify for Section 45 tax credits. The two systems are installed at two different power plants in the Midwest each of which operates two cyclone boilers burning Powder River Basin (“PRB”) coal from Wyoming. The lessee has entered into agreements with the power plant owner to supply Refined Coal for use as feedstock in the boilers. With all four boilers operating, the units are expected to burn approximately 6 million tons of Refined Coal per year that will qualify for the approximately \$6.20 per ton of federal tax credit, which are available for the next ten years.

The leases of the two CyClean facilities provide for a \$9 million cash payment to CCS for Pre-paid Rent in addition to future Fixed and Contingent Rent payments that are expected to generate approximately \$2/ton of operating income to CCS over the terms of the leases. These installations trigger up to \$4 million in payments by NexGen to ADA for NexGen to maintain its 50% ownership of CCS, which is to be paid out of CCS’s cash distributions payable to NexGen.

Mike Durham, President and CEO, stated, “We are very excited about completing these transactions and getting these two systems up and running. They are expected to provide significant cash flows for ADA over the next ten years. In addition, they enable us to provide a power generating customer with economic benefits resulting from the use of the technology, including increased fuel flexibility, decreased operating costs, and decreased emissions of NOx and mercury.”

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. ADA-ES supplies activated carbon ("AC") injection systems, mercury measurement instrumentation, and related services. Through CCS, the Company provides its patented refined coal technology, CyClean, to third parties for use in the production of refined coal supplied to utilities to enhance combustion of and reduce emissions from PRB coals in cyclone boilers, which qualifies for Section 45 tax credits. In addition, to meet the needs of the power industry for mercury control, a joint venture of the Company, ADA Carbon Solutions ("ADA-CS"), is developing state-of-the-art facilities to produce AC with the first plant projected to come on-line in 2010. The Company is also 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 future tax credits, operating income and cash flows, production of Refined Coal, benefits of the Refined Coal technology, and timing of commencement of operations at ADA-CS's first AC plant. 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 laws and regulations, prices, economic conditions and market demand; technical and operational difficulties; impact of competition and litigation; failure of CCS' Refined Coal technology to continue to qualify for the tax credits; availability of raw materials, equipment and skilled personnel; and risks related to ADA-CS such as changes in the costs and timing of construction of the AC plant, failure to raise additional financing or satisfy conditions in existing agreements and actions of our joint venture partner. You are cautioned not to place undue reliance on our forward-looking statements. 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.

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