

February 11, 2009



ATA to Attend Roth Capital Conference

BEIJING, Feb. 11 /PRNewswire-Asia-FirstCall/ -- ATA Inc. (Nasdaq: ATAI) ("ATA", or the "Company"), the leading provider of computer-based testing services in China, today announced that Mr. Carl Yeung, the Company's Chief Financial Officer, will present at the upcoming Roth 21st Annual OC Growth Stock Conference in Dana Point, California.

The date, time and location of ATA's presentation at the conference are as follows:

Date: Wednesday, February 18, 2009
Time: 9:30 a.m. Pacific Time
Venue: The Ritz Carlton Laguna Niguel
One Ritz-Carlton Drive
Dana Point, California 92629
Webcast: <http://www.wsw.com/webcast/roth20/atai>

A replay of the presentation will be available for 90 days following the live presentation using the same link and will also be available on the Company's website.

The ROTH 21st Annual OC Growth Stock Conference will feature presentations from over 200 growth companies. This event is designed to provide investors with a unique opportunity to gain insight into leading companies across all sectors. Additionally, there will be a special track dedicated to companies based in China. Presentations will provide a brief overview of the company's operations, and speakers will spend the majority of their time discussing topics that will highlight the value and investment opportunity their company represents.

Interested parties and investors may find more information about the conference by contacting conference@roth.com or calling (800) 933-6830.

About Roth

Roth is a full service investment banking firm dedicated to the small and micro-cap market. Since the inception of the firm in 1984, Roth has been a leader and innovator in the small and micro cap markets. Roth's exclusive focus has been, is, and will continue to offer a full spectrum of investment banking services, including raising capital, research coverage, trading and market making, merger and acquisition advisory services, and investor conferences.

About ATA Inc.:

ATA Inc. (NASDAQ: [ATAI](#)) ("ATA" or the "Company") is the leading provider of computer-based testing services in China. The Company offers comprehensive services for the creation and delivery of computer-based tests based on its proprietary testing technologies and test delivery platform. The Company's computer-based testing services are used for professional licensure and certification tests in various industries, including information technology, or IT, services, banking, teaching, securities, insurance and accounting. ATA's test center network comprised 1,895 authorized test centers located throughout China as of September 30, 2008, which the Company believes is the largest test center network of any commercial testing service provider in China. Combined with its test delivery technologies, this network allows ATA's clients to administer large-scale nationwide tests in a consistent, secure and cost-effective manner. ATA has delivered over 26 million tests including 16 million billable tests since it commenced operations in 1999, and in June 2008 delivered tests to approximately 470,000 test takers over a single weekend for the China Banking Association through its test delivery platform. For further information, please visit: <http://www.ata.net.cn>.

For more information, please contact:

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