

November 1, 2010



ATA to Host Fiscal Second Quarter 2011 Earnings Conference Call on Tuesday, November 9, 2010

BEIJING, Nov. 1, 2010 /PRNewswire-Asia-FirstCall/ -- ATA Inc. ("ATA" or the "Company", Nasdaq: [ATAI](#)), the leading provider of computer-based testing and testing-related services in the People's Republic of China, today announced that it will host its fiscal second quarter 2011 earnings conference call and live webcast at 8:00 a.m. Eastern Standard Time on Tuesday, November 9, 2010 (which is also 9:00 p.m. in greater China on the same day).

The dial-in details for the live conference call on November 9 are:

U.S. toll-free number	+1-800-599-9816
International dial-in number	+1-617-847-8705
Participant pass code	7236 7273

The live webcast and archive of the conference call will be available on the Investor Relations section of ATA's website at www.ata.net.cn. To listen to the webcast, please go to ATA's website at least 15 minutes prior to the start of the call to register and download and install any necessary audio software.

A telephone replay of the call will be available from noon Eastern Standard Time on November 9, 2010 through November 16, 2010. The dial-in details for the telephone replay are:

U.S. toll-free number	+1 888.286.8010
International dial-in number	+1 617.801.6888
Conference reference	5876 9240

About ATA Inc.

ATA 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. ATA's computer-based testing services are used for professional licensure and certification tests in various industries, including information technology, services, banking, teaching, securities, insurance, and accounting.

ATA's test center network comprised 2,002 authorized test centers located throughout China as of June 30, 2010. The Company believes it has 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 more than 35.8 million tests, including more than 25.8 million billable tests, since ATA started operating in 1999. During a single weekend in May 2010, using its test delivery platform, ATA delivered tests to approximately 639,000 test takers for the Securities Association of China.

For further information, please visit www.ata.net.cn.

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