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ATA Announces Change of Role of Chief Operating Officer Bennie Lin

Mr. Lin to Work with Company as Consultant

BEIJING, April 27, 2011 /PRNewswire-Asia-FirstCall/ -- **ATA Inc. ("ATA" or the "Company", Nasdaq: ATAI)**, a leading provider of computer-based testing and testing-related services in China, today announced that the Company has changed the role of Mr. Bennie Lin from Chief Operating Officer to consultant. Under the re-organization, the Company will redirect the responsibilities of this role to its current management team. Mr. Lin will continue to contribute to the company on a consulting basis.

Mr. Kevin Ma, Chairman and CEO, stated, "This is an opportunity for ATA to redirect its management resources as we continue to strengthen our team to support the needs of our rapidly growing business."

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 2,016 authorized test centers located throughout China as of December 31, 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 40.3 million tests, including more than 30.1 million billable tests, since ATA started operations 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 ATA's website at www.ata.net.cn.

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