

October 24, 2011



ATA to Participate in Bank of America Merrill Lynch New China Conference 2011

BEIJING, Oct. 24, 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's Chief Financial Officer, Mr. Benson Tsang, is scheduled to participate in private one-on-one and small group meetings at the Bank of America Merrill Lynch New China Conference 2011:

Date: November 2-4, 2011

Location: JW Marriott

Beijing, China

About ATA Inc.

ATA is a 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 June 30, 2011. The Company believes it has the largest test center network of any commercial testing service provider in China.

ATA has delivered more than 33.0 million billable tests, since ATA started operations in 1999.

For more information, please visit ATA's website at <http://www.ata.net.cn>.

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