

July 21, 2009



## **ATA Appoints Bennie Lin as its Chief Operating Officer**

BEIJING, July 21 /PRNewswire-Asia-FirstCall/ -- ATA Inc. (Nasdaq: ATAI) ("ATA", or the "Company"), the leading provider of computer-based testing services in China, announced today the appointment of Mr. Bennie Lin as ATA's Chief Operating Officer.

Mr. Lin brings to ATA more than eighteen years of experience in institutional sales and marketing, strategic planning and operations management. Prior to joining ATA, Mr. Lin was general manager of strategic accounts with Microsoft where he was responsible for the country-wide business drive focused on developing and expanding sales to the State Owned Enterprise and Public Sector customers. Prior to that Mr. Lin worked for Hewlett Packard in various capacities, most recently as vice president and general manager of strategic accounts and business development. Over the years Mr. Lin has proven himself to be a leader and a model of achievement through his hard work and dedication.

"We are extremely delighted to have Bennie Lin join ATA's executive team, as we continue to strengthen our management team to support the needs of our rapidly growing business. His extensive experience and track record of success working with leading global companies in various roles as well as his experience working with public sector accounts, make him a valuable addition to our team," remarked Mr. Kevin Ma, ATA's Chairman and Chief Executive Officer.

"With the recent launch of HR Select tool and the TOEIC exam ATA is entering a very exciting phase of its development," remarked Mr. Lin. "I look forward to adding my operations management and institutional sales and marketing expertise to help ATA develop to its full potential and further extend its leadership in the computer-based testing business in China."

### **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 1,925 authorized test centers located throughout China as of March 31, 2009, 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 28 million tests including 18 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>.

### **Safe-Harbor Statement**

This announcement may contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "look forward to," "outlook," "forecast," "will," "expect," "anticipate," "future," "intend," "plan," "believe," "estimate" and similar terminology. Among the factors that could cause the Company's actual financial and operating results to differ from what the Company currently anticipate may include the Company's ability to meet challenges associated with its rapid expansion, the Company's ability to meet the expectations of current and future clients, the Company's ability to expand its test titles, the health of the PRC economy, and uncertainties with respect to the PRC legal and regulatory environments. For additional information on these and other important risk factors that could adversely affect the Company's business, financial condition, results of operations and future prospects, please refer to a more detailed discussion of the Company's risk factors in the Company's filings with the Securities and Exchange Commission.

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