

October 28, 2009



ATA Announces Conference Call to Discuss Second Quarter of Fiscal Year 2010 Results

BEIJING, Oct. 28 /PRNewswire-Asia-FirstCall/ -- ATA Inc. (Nasdaq: ATAI) ("ATA", or the "Company"), the leading provider of computer-based testing services in China, announced today that it will host a conference call at 9:00 a.m. ET on Monday, November 9, 2009, to discuss results for the second quarter of fiscal year 2010.

Joining Mr. Kevin Ma, ATA's Chairman and Chief Executive Officer, will be Mr. Walter Wang, Director and President, and Carl Yeung, Chief Financial Officer. The Company plans to distribute its earnings announcement before the call.

To participate in the conference call, please dial 1(866) 804-6927 five to ten minutes prior to the scheduled conference call time and mention the pass code 93328082. International callers should dial +1(857)350-1673 and mention the pass code 93328082.

If you are unable to participate in the call at this time, a replay will be available on November 9, 2009 at 12:00 p.m. ET, through November 16, 2009. To access the replay, dial +1(888)286-8010, international callers should dial +1(617)801-6888, and enter the pass code 17674995.

This conference call will be broadcast live over the Internet and can be accessed by all interested parties on ATA's website at <http://www.ata.net.cn>. To listen to the live webcast, please go to ATA's website at least fifteen minutes prior to the start of the call to register, download, and install any necessary audio software. For those unable to participate during the live broadcast, a replay will be available shortly after the call on ATA's website for 90 days.

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. 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 1,951 authorized test centers located throughout China as of June 30, 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 30.7 million tests including 20.6 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:

ATA Inc.

Carl Yeung, CFO

Phone: +86-10-6518-1122 x5107

Email: ir@ata.net.cn

URL: <http://www.ata.net.cn>

CCG Investor Relations

Crocker Coulson, President

Phone: +1-646-213-1915

Ed Job, CFA

Phone: +1-646-213-1914

Email: ed.job@ccgir.com

URL: <http://www.ccgirasia.com>

SOURCE ATA Inc.

