

July 28, 2010



ATA to Host First Quarter 2011 Earnings Conference Call on Tuesday, August 10, 2010

BEIJING, July 28 /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 first quarter 2011 earnings conference call and live webcast at 8:00 a.m. Eastern Daylight Time on Tuesday, August 10, 2010 (which is also 8:00 p.m. in China on the same day).

The dial-in details for the live conference call on August 10 are:

U.S. toll-free number	+1 866.314.4865
International dial-in number	+1 617.213.8050
Participant PIN code	57269929

The live webcast and archive of the conference call will be available on the Investor Relations section of ATA's website at <http://www.ata.net.cn>.

A telephone replay of the call will be available from noon Eastern Daylight Time on August 10, 2010 through August 17, 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	29944205

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 1,988 authorized test centers located throughout China as of March 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 35 million tests, including more than 25 million billable tests, since ATA started operating in 1999. During a single weekend in June 2008, using its test delivery platform, ATA delivered tests to approximately 470,000 test takers for the China Banking Association.

For further information, please visit <http://www.ata.net.cn>.

For more information, please contact:

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