

September 7, 2010



ATA to Present at the Rodman & Renshaw Conference in New York on September 14, 2010

BEIJING, China, Sept. 7 /PRNewswire-Asia-FirstCall/ -- ATA Inc. ("ATA", Nasdaq: [ATAI](#)), a leading provider of computer-based testing and testing-related services in China, announced that ATA will present at the Rodman & Renshaw investment conference in New York, NY on September 14, 2010.

Conference: Rodman & Renshaw Annual Global Investment Conference
Event: Company presentation, answers to questions, and smaller meetings
Date: Tuesday, September 14, 2010
Presentation time: 11:40 a.m. - 12:00 noon
Location: Louis Salon, fourth floor, New York Palace Hotel, New York, NY
Participants: Mr. Kevin Ma, Chairman and CEO
Mr. Benson Tsang, CFO

Mr. Kevin Ma and Mr. Benson Tsang will present the company's strategy, products, markets, financial results, and outlook during the presentation. They will answer questions during the presentation and in smaller meetings.

ATA will present at 11:40 a.m. on Tuesday, September 14, 2010 at the Rodman & Renshaw Annual Global Investment Conference in the New York Palace Hotel, New York, NY. The scheduled room is the Louis Salon on the fourth floor. Investors interested in attending this event should contact their Rodman & Renshaw sales representative. For more about the conference, please see <http://www.rodmanandrenshaw.com/conferences?id=52>.

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 2,002 authorized test centers located throughout China as of June 30, 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 35.8 million tests, including more than 25.8 million billable tests, since ATA started operating 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 <http://www.ata.net.cn>.

For more information, please contact:

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