

July 25, 2011



ATA Schedules Fiscal 2012 First Quarter Release Date for August 4, 2011; Conference Call on August 5, 2011 at 8:00 AM ET

BEIJING, July 25, 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 it will release its financial results for the fiscal first quarter ended June 30, 2011, after the close of the stock market on Thursday, August 4, 2011.

The Company will then discuss those results in a conference call at 8 a.m. ET the following morning, Friday, August 5, 2011.

Participant Dial-in Numbers:

United States: 1-866-549-1292

International Access: +852-3005-2050

China: 400-681-6949

Participant PIN Code: **885522#**

Webcast

The call will also be simultaneously broadcast over the Internet. To access the live webcast, please visit the investor relations section of the Company's website at <http://www.ata.net.cn>, or click the following link:

In English: http://www.mzcan.com/cancast/us/index.php?id=usATAI_29&version=e

In Mandarin: http://www.mzcan.com/cancast/us/index.php?id=usATAI_29&version=c

The Company will also have an accompanying slide presentation available in PDF format prior to the conference call at the investor relations section of ATA's website. For those unable to listen to the live webcast, a replay will be available shortly after the call at the investor relations section of ATA's website (<http://www.ata.net.cn>).

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 2,018 authorized test centers located throughout China as of March 31, 2011. The Company believes it has the largest test center network of any commercial testing service provider in China. ATA has delivered more than 31.1 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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