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ATA Launches New Landmark Test Title for the Chinese Securities, Banking and Insurance Industries

BEIJING, June 11 /Xinhua-PRNewswire-FirstCall/ -- ATA Inc. ("ATA" or the "Company") (Nasdaq: ATAI), the leading provider of computer-based testing and testing-related services in China, today announced that it will be the exclusive provider of computer-based testing services for a newly launched landmark test title, "Sales Professionals for Funds", for the Securities Association of China. All professionals in China involved in the sales of funds are required to obtain licensure by taking this test or waive it by passing two alternative existing tests, "Securities Markets Fundamentals" and "Securities Investment Analysis" from the Securities Association of China. Exam registration will take place from June 12, 2008 through July 1, 2008 for the exam to be held on September 20, 2008 across 41 cities in China.

"We are very excited about this new title launch as it is applicable not just under the sponsoring securities industry but also applicable to professionals across the banking and insurance industries," commented Mr. Kevin Ma, Chairman and Chief Executive Officer of ATA. "This continues the favorable trend of test sponsors in China adding new nationwide test titles on top of existing ones. Their intention is to qualify more professionals to match the fast growing and evolving Chinese economy in a standardized way. We view this particular test as a breakthrough as it is the first title that extends beyond the sponsoring industry into other relevant industries. We expect the title to generate strong traction in the number of new test takers due to the large number of professionals involved in sales of funds to a growing number of affluent Chinese financial service consumers. This will also further enhance our visibility in meeting our previously announced full year guidance."

About Securities Association of China

The Securities Association of China ("SAC") is a self-regulatory organization for securities industry established according to relevant provisions of the "Securities Law of the People's Republic of China" and the "Administrative Regulations on the Registration of Public Organizations". SAC is a non-profit social institutional legal person functioning under the guidance and supervision of the China Securities Regulatory Commission and the Ministry of Civil Affairs of China. For further information, please visit: <http://www.sac.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. 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 1,854 authorized test centers located throughout China as of March 31, 2008, 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 24 million tests since it commenced operations in 1999, and in July 2007 delivered tests to more than 200,000 test takers in a single day 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", "'guidance'" 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 implement and maintain effective internal controls over financial reporting, 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 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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