

July 29, 2014



**ATA Schedules Fiscal 2015 First Quarter Results Release for August 7, 2014,
Conference Call on August 8, 2014, at 8 a.m. ET**

BEIJING, CHINA -- (Marketwired) -- 07/29/14 -- **ATA Inc. ("ATA" or the "Company")** (NASDAQ: ATAI), a leading provider of advanced testing technologies and testing-related services in China, today announced that it will release its financial results for the fiscal first quarter ended June 30, 2014, after the close of the stock market on Thursday, August 7, 2014. The Company will discuss those results in a conference call at 8 a.m. ET on Friday, August 8, 2014.

Participant Dial-in Numbers

U.S. & Canada (Toll-Free): +1 (888) 339-2688
International (Toll): +1 (617) 847-3007

	<u>Toll-Free</u>	<u>Local Access</u>
China (Netcom):	(10 800) 713 1756	
China (Telecom):	(10 800) 130 1713	(400) 881 1630
Hong Kong:	(800) 96 3844	3002 1672

Participant Passcode: 73238401

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: <https://www.webcaster4.com/Webcast/Page/274/5184>.

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 a leading provider of advanced testing technologies in China. The Company offers comprehensive services for the creation and delivery of assessments based on its proprietary testing technologies and test delivery platform. ATA's testing technologies are used for professional licensure and certification tests in various industries, including information technology services, banking, teaching, securities, insurance, and accounting. As of March 31, 2014, ATA's test center network comprised 3,048 authorized test centers located throughout China. The Company believes it has the largest test center network of any commercial testing service provider in China.

ATA has delivered more than 57.3 million billable tests since ATA started operations in 1999. For more information, please visit ATA's website at <http://www.ata.net.cn>.

For more information on our company, please contact the following individuals:

At the Company
ATA Inc.
Benson Tsang
CFO
+86 10 6518 1122 x5107
bensontsang@ata.net.cn

Investor Relations
The Equity Group Inc.
Carolyn Y. Sohn
Senior Associate
415-568-2255
+86 10 6587 6435
csohn@equityny.com

Adam Prior
Senior Vice President

212-836-9606
aprior@equityny.com

Source: ATA Inc.