

September 27, 2011



ATA Signs Strategic Partnership for Delivery of Saville Consulting Assessment Products in China

BEIJING, Sept. 27, 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 has signed an exclusive long-term partnership agreement with Saville Consulting ("Saville"), a global human resources assessment firm based in the United Kingdom.

The partnership allows ATA to deliver Saville's unique and proprietary psychometric measurement instruments and highly specialized aptitude tests to China's testing market utilizing the Company's own testing platforms.

Walter Wang, President of ATA, stated, "The addition of this unique assessment content has significantly enriched the product portfolio offered by ATA in the corporate HR assessment market in China. Saville has a remarkable pedigree as one of the industry's foremost content providers, and through this partnership, will integrate its assessment tools onto ATA's testing platforms in the coming weeks. We are thrilled to be able to work with the firm in bringing the best, internationally proven psychometric materials to China. As the corporate assessment market is expanding in China, we are working to take advantage of the country's tremendous potential for growth in psychometric assessment. The number of tests administered by ATA is rapidly increasing with 19.9% year-over-year growth in financial year 2011 to over 6.9 million billable tests. This significant growth comes mainly from the private sector in China, which we believe will drive our future business growth. Our partnership with Saville should help to enhance our competitive advantage in the private sector."

Professor Peter Saville, Saville Consulting International Chairman and CEO, stated, "We feel that this is an excellent partnership for all parties involved, and allows our firm to establish our products in the world's biggest emerging economy through the most respected test-assessment company in China. Our ten-year partnership agreement reflects our long-term commitment to both ongoing product development and new markets. Saville's products are currently featured in over 80 countries, and this will only add to our global presence. ATA is the very best in their field, and we are absolutely delighted to be partnering with them."

About ATA Inc.

ATA is a 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 2,016 authorized test centers located throughout China as of June 30, 2011. The Company believes it has the largest test center network of any commercial testing service provider in China.

ATA has delivered more than 33.0 million billable tests since it started operations in 1999.

For more information, please visit ATA's website at <http://www.ata.net.cn>.

About Saville Consulting

Saville Consulting develops rigorous and work-relevant assessment tools to measure the critical fit between individuals, job, and workplace culture. Using new leading online technologies, it transforms assessment. An international business founded in 2004 by Professor Peter Saville, it operates in over 80 countries through a partnership network and has clients within the public, private and governmental sectors.

For more information, please contact Chris Small at +44(0)20 8619 9016 or chris.small@savilleconsulting.com. You may also visit Saville Consulting's website at www.savilleconsulting.com.

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.
Adam Prior, Vice President
212-836-9606
+86 10 6587 6435
aprior@equityny.com

Carolyn Yu, Account Executive
212-836-9610
cyu@equityny.com

SOURCE ATA Inc.