

September 5, 2014



ATA to Participate in MarcumBP China Best Ideas Investment Conference

BEIJING, CHINA -- (Marketwired) -- 09/05/14 -- **ATA Inc. ("ATA" or the "Company")** (NASDAQ: ATAI), a leading provider of advanced testing technologies and testing-related services in China, today announced that the Company will be participating in one-on-one meetings with investors at the second annual MarcumBP China Best Ideas Investment Conference. Details of the event are as follows:

The China Best Ideas Investment Conference

Host: Marcum Bernstein & Pinchuk LLP

Date: Tuesday, September 16, 2014

Location: St. Regis Hotel, Beijing

Those interested in scheduling a one-on-one meeting with ATA management should contact conference organizers or ATA's investor relations firm The Equity Group. Additional information about the conference can be found at <http://www.marcumbp.com/cbIIC/>.

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 June 30, 2014, ATA's test center network comprised 3,012 authorized test centers located throughout China. The Company believes that it has the largest test center network of any commercial testing service provider in China.

ATA has delivered more than 59.6 million billable tests since ATA started operations in 1999.

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

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