

January 29, 2010



ATA Will Host its Quarterly Earnings Conference Call on Tuesday, February 9, 2010

BEIJING, Jan. 29 /PRNewswire-Asia-FirstCall/ -- ATA Inc. ("ATA" or the "Company", Nasdaq: [ATAI](#)), the leading provider of computer-based testing and testing-related services in the People's Republic of China, today announced that it will host its third quarter earnings conference call and live webcast at 8:00 a.m. Eastern Standard Time on Tuesday, February 9, 2010 (which is also 9:00 p.m. in greater China on the same day).

The dial-in details for the live conference call on February 9 are:

U.S. toll-free number	+1 888 396 2384
International dial-in number	+1 617 847 8711
Participant PIN code	9539 7488

The live webcast and archive of the conference call will be available on the Investor Relations section of ATA's website at www.ata.net.cn.

A telephone replay of the call will be available from 12:00 noon Eastern Standard Time on February 9, 2010 through February 16, 2010. The dial-in details for the telephone replay are:

U.S. toll-free number	+1 888 286 8010
International dial-in number	+1 617 801 6888
Conference reference	1623 6497

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 1,977 authorized test centers located throughout China as of December 31, 2009. The Company believes it has 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 more than 33 million tests, including more than 23 million billable tests, since ATA started operating in 1999. During a single weekend in June 2008, using its test delivery platform, ATA delivered tests to approximately 470,000 test takers for the China Banking Association.

For further information, please visit www.ata.net.cn.

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