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ADR AND ASHTON-TATE JOIN FORCES TO OFFER MICRO/MAINFRAME SOLUTION

PRINCETON, NJ, March 18, 1986 -- Applied Data Research, Inc. and Ashton-Tate today announced a complementary development agreement that will provide for direct information exchange between ADR's DATACOM/DB mainframe database system and Ashton-Tate's dBASE and Framework product families through ADR/PC DATACOM, ADR's PC-based query and report writing facility.

The agreement also allows the companies to consider new product development that would increase compatibility between their respective products. Each firm will be responsible for training, support and maintenance of its product line, and both will continue to market their products separately.

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"Now, organizations can receive the multitude of benefits that
are available by integrating ADR's database management software with
Ashton-Tate's applications," said Martin A. Goetz, president and chief
operating officer of ADR. "The combination of ADR's worldwide
mainframe software expertise with Ashton-Tate's penetration of
the international microcomputer market is what users have been
demanding."

"Feedback from our Corporate Advisory Board has reaffirmed the
importance of integrating microcomputers with mainframe systems," said
Edward M. Esber Jr., Ashton-Tate president and chief executive
officer. "Our agreement with ADR is a key element in our commitment
to provide solutions for data sharing in the corporate marketplace."

ADR's DATACOM/DB is a high-performance, relational database
management system that is one of the fastest growing and most
technologically advanced mainframe products of its kind.

ADR/PC DATACOM supports direct data exchange between
microcomputers and mainframes, thus eliminating the need for an
intermediate database. Authorized users can gain direct realtime
access to mainframe production data and return it to their PC for
analysis or processing.

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Ashton-Tate markets best-sellers in three software categories: database management software, with the industry-standard dBASE family of products; word processing, with the newly-acquired MultiMate product line; and integrated software, with Framework II.

ADR, a wholly-owned separate subsidiary of Ameritech, develops and markets software products and provides professional services in 40 countries. Ameritech's revenue for 1985 exceeded $9 billion.

Headquartered in Torrance, California, Ashton-Tate reported revenues of $121.6 million and net income of $16.6 million for fiscal 1986, ended January 31, 1986, an increase of 47.7 percent and 122 percent, respectively, from the previous year.

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 Ashton-Tate and dBASE are registered trademarks of Ashton-Tate

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 Framework II is a trademark of Ashton-Tate

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 MultiMate is a registered trademark of MultiMate International
 Corporation

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 Research, Inc.