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FOR IMMEDIATE RELEASE

JULIAN K. BRANTLEY NAMED
VICE PRESIDENT, COMMUNICATIONS,
AT ASHTON-TATE

CULVER CITY, Calif., February 14, 1984 -- Julian K. Brantley has been promoted to vice president, communications, for Ashton-Tate, the Southern California-based microcomputer software publisher, David Cole, president and chief executive officer, announced today.

Cole said that Brantley will be responsible for marketing communications, public relations, advertising and market research activities for the company. Brantley, who joined Ashton-Tate in November, 1982, previously was responsible for Ashton-Tate's advertising and market research programs.

"Brantley's advertising expertise and leadership capabilities will enable us to maintain high visibility and growth within the industry and business community. He will continue to develop excellent advertising and other marketing programs at Ashton-Tate," said Cole.

Prior to joining Ashton-Tate, Brantley worked as management supervisor for Needham, Harper & Steers Advertising in the areas of overall account management and service, marketing, client consultation and new business acquisition for the franchise/recruitment advertising division. He also served as director of advertising and sales promotion for Magic Mountain, the Southern California amusement park. In this capacity, he managed three outside advertising agencies, the in-house creative staff and sales promotion activities.

Brantley holds a B.A. in economics from the University of California at Los Angeles and an MBA from the University of Southern California. He also attended the Loyola University School of Law.

Ashton-Tate specialized in high quality microcomputer software and computer-related books. Among its products are dBASE II^R, the largest selling database management system for microcomputers, and Friday!TM, an easy-to-use file management package.