

ASHTON-TATE



INFORMATION

For Immediate Release

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ASHTON-TATE NAMES

ED ESBER EXECUTIVE VICE PRESIDENT

CULVER CITY, Calif. -- Edward M. Esber has been appointed executive vice president of marketing and sales for Ashton-Tate, a software publisher based in Southern California.

The appointment is effective immediately.

Esber will report directly to David C. Cole, president and chief executive officer. Reporting to Esber are Martin Mazner, vice president of marketing; Carl Gritzmaker, vice president of sales; and Rod Turner, vice president of international sales.

Before joining Ashton-Tate, Esber had recently worked as a consultant for companies that include Future Computing, Ashton-Tate and Dayflo. From 1979 to 1983 he was with Visicorp. Esber also served as a marketing manager for Texas Instruments' Personal Computer division and was a consultant and engineer for International Business Machines.

"The appointment of Ed Esber balances our already formidable sales and marketing management team. Ed blends his experience within the hardware and software computer industries to perfectly complement the strategies and business plans of Ashton-Tate," said Cole. "His initial assignment will focus on strengthening Ashton-Tate's distribution channels to better serve our customers."

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Esber holds a bachelor of science degree in computer engineering, a master's degree in electronic engineering and Harvard MBA.

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