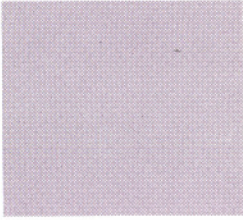


ASHTON·TATE



INFORMATION

Contact: Gail Pomerantz  
Ashton-Tate  
(213) 204-5570

Steven Cooper  
Miller Communications  
(617) 536-0470

FOR IMMEDIATE RELEASE

ASHTON-TATE NAMES ROY FOLK, EXECUTIVE VICE PRESIDENT,  
MARKETING AND STRATEGIC PLANNING

CULVER CITY, CALIF., August 12, 1985 -- Ashton-Tate, a leading developer and marketer of microcomputer software, today announced the appointment of Roy E. Folk as executive vice president, marketing and strategic planning.

Folk will oversee all product marketing and marketing communications for Ashton-Tate, including advertising, sales promotion, public relations, market research, strategic planning, product strategy and product acquisition. Since March 1985, Folk has been a consultant at Ashton-Tate.

"The state of the software industry today dictates that Ashton-Tate continue to place major emphasis on strategic planning," said Edward M. Esber, Jr., president and chief executive officer of Ashton-Tate. "In this fast-changing business, it is necessary to focus on strategic planning issues while concentrating on current marketing activities.

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"In the past, software companies would respond to the marketplace on a short-term basis, planning only for the month ahead," said Esber. "Today, Ashton-Tate must plan its product strategy on a long-term basis to solidify and expand its position as one of the industry's leaders with best-selling products in three major categories. Instead of responding to the market, we are creating it. Roy's job is to strategically position our products in line with Ashton-Tate's five-year plan."

Esber added, "Product planning doesn't happen in a vacuum. Because the marketplace is highly competitive, Ashton-Tate looks to a variety of sources, including acquisitions, to find new products. Roy's background in this area will be helpful in strategically positioning Ashton-Tate's products over the long term."

Folk brings to Ashton-Tate more than 16 years of marketing and management experience in the computer industry. Prior to joining Ashton-Tate, Folk served as president and CEO of Paladin Software Corporation, a company he founded in October 1983. From February 1981 through May 1983, Folk was marketing manager for Visicorp. His experience includes other key marketing positions with DEC, Xerox, Amcomp and Applicon.

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Folk has a bachelor of science degree, a master of science degree in computer science and an MBA in management from the Massachusetts Institute of Technology.

John C. Merson, vice president of marketing, will now report directly to Folk. Merson is responsible for all existing and immediate domestic marketing programs at Ashton-Tate, including communications such as the Corporate Emphasis and the Value Added Remarketer (VAR) Programs, advertising, public relations, sales promotion and corporate accounts marketing. Merson will also oversee new product launches.

In a related move, Ronald S. Posner, executive vice president, sales and international, has been designated to head the newly created task force responsible for the integration of Multimate, the East Hartford-based software company that Ashton-Tate recently announced its intention to acquire.

"When we announced the signing of the letter of intent last week, we indicated we would be in a period of transition for the next few months until a definitive agreement is reached and signed," said Esber. "The task force, which will include Richard Lefebvre, Multimate's executive vice president and chief operating officer, and Jill Tate, a member of Ashton-Tate's board

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of directors, will review the business plans of the two companies. The task force will then determine the best way to meld the two companies into one entity. Ron's role during the transition period will be crucial to the smooth integration of Multimate into Ashton-Tate."

In addition, Posner is responsible for Ashton-Tate's worldwide sales, which include Ashton-tate's strategic and domestic sales, as well as international sales operations.

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