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For Immediate Release

ASHTON-TATE REORGANIZED;
POSNER NAMED EXECUTIVE VICE PRESIDENT

CULVER CITY, Calif., February 27, 1985 -- Ashton-Tate, a leading publisher of microcomputer software, today announced a reorganization of its internal operations with the appointment of Ronald S. Posner as executive vice president of sales and marketing.

Posner will oversee all sales and marketing operations within the Company, including international sales and marketing, marketing communications, sales support, product marketing, corporate accounts marketing and strategic sales. Posner formerly had been acting vice president and general manager of the Company's international organization, which is no longer a separate operating division.

"It has become increasingly clear that we need a single marketing and sales strategy that works for both international and domestic operations," said Edward M. Esber, Jr., president and chief executive officer of Ashton-Tate. "Our message to both markets should be the same. With this reorganization, we've abolished the divisional structure, in which our international division operated independently of our software products group and new business development divisions, and strategically placed our sales, marketing and international organizations together. This will enable us to deliver our message throughout the marketplace more effectively than ever before."

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Continued Esber, "Ashton-Tate is now a multi-product company, not only domestically, but internationally. We have become the first truly multi-national software company, and Ron has been instrumental in bringing us to that point. Global markets will become increasingly important during the coming year and our strong presence overseas will enable us to realize significant growth in this area."

In addition to serving as acting vice president of the international division, Posner has been an active and influential member of Ashton-Tate's board of directors since April 1984. Prior to joining Ashton-Tate, Posner was chairman of the board and chief executive officer of National Training Systems, Inc., which he founded in 1974.

Said Esber, "Ron brings with him years of management, as well as extensive marketing and sales experience. He's had extensive contact with members of the Fortune 1000 in the U.S. and overseas, and helped to pioneer the first microcomputer training course ever offered to senior executives all over the country. Ron's appointment reflects our on-going commitment to build a strong and seasoned management team, which will ensure Ashton-Tate's continued growth and success within the microcomputer software industry."

Ashton-Tate is a leading publisher of microcomputer software and related books. Its software products include dBASE II and dBASE III database management systems and Framework, a multi-function productivity package.

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