⋙ ASHTON·TATE

MEMORANDUM

TO: All Ashton-Tate Employees

FROM: Ed Esber

DATE: October 2, 1986

SUBJ: Announcement of new President and Chief Operating Officer

I am happy to announce to you today the appointment of Luther Nussbaum as President and Chief Operating Officer of Ashton-Tate. I view Luther's role as a close partnership -- together, he and I will be working on all strategic planning and operational issues for Ashton-Tate.

Luther will be joining us in the Torrance office on or before November 1. He was most recently senior vice president of marketing and operations at Businessland. He brings to Ashton-Tate a level of experience which will positively impact our next level of growth. I am confident that his talent and experience will be a strong complement to our senior management team, and am very excited about the contribution Luther will make.

This announcement is yet another step in Ashton-Tate's corporate strategy for future growth, and meets our goal of forming the strongest team possible to continue our corporate development plans.

There will be no changes in company organization, or in the missions set forth this year. There will be a few changes in reporting procedures. Luther will be reporting directly to me. Roy Folk, executive vice president and general manager, Software Products Division; Ron Posner, executive vice president and general manager, Systems, Services and Information Division and acting vice president, International; Paula Cowan, vice president, Human Resources; and Chuck Ellison, vice president, Sales will be reporting to Luther. Norm Block, executive vice president, Finance and Administration, will continue to report directly to me.

Luther will be handling the day-to-day operational responsibilities of the two Ashton-Tate divisions, working closely with Roy, Ron, Paula and Chuck -- while I will step up my efforts to examine all outside opportunities for corporate strategic growth.

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For your information, enclosed is a copy of a news announcement that will be released this afternoon, and an updated Ashton-Tate organizational chart.

Let me say that Ashton-Tate has never been stronger. We are experiencing our finest performance as a company to date. With announcements made this year, I believe we have made a lasting impact on the software industry. Luther will only make us stronger.

Please join me in giving Luther a warm welcome to the Ashton-Tate team.

IMMEDIATE

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ASHTON-TATE NAMES LUTHER NUSSBAUM
PRESIDENT AND CHIEF OPERATING OFFICER

TORRANCE, Calif., Oct. 2, 1986 -- Ashton-Tate today
announced the appointment of Luther Nussbaum as president and
chief operating officer.

Nussbaum, 39, a former Businessland senior executive, will
report to Edward M. Esber Jr., chairman and chief executive
officer at Ashton-Tate. He will assume his responsibilities at
Ashton-Tate on or before November 1.

"I welcome Luther Nussbaum as a partner in running the daily
operations of Ashton-Tate. He adds high-level operational
strengths which round out the Ashton-Tate senior management
team," Esber said. "His appointment meets my goal of bringing in
a president who combines personal computer industry background
and considerable executive expertise, which will help Ashton-Tate
expand its leadership position."

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"In addition, I'm pleased that Luther's experience in the computer retail market is in keeping with our commitment to the dealer channel," Esber said.

Nussbaum, who was with Businessland since 1983, was most recently senior vice president, marketing and operations. He also held the positions of vice president, operations and vice president, store operations.

All senior executives who previously reported directly to Esber, except for Norman H. Block, executive vice president and chief financial officer, will report to Nussbaum. Block will continue to report to Esber.

"The addition of Luther Nussbaum completes the formation of our senior management team," Esber said. "Each team member possesses specialized skills that fit together in a way that will allow Ashton-Tate to grow as a well-managed company and maintain its leadership position in the software industry."

In addition to Esber and Nussbaum, the Ashton-Tate senior management team consists of Roy E. Folk, executive vice president and general manager of the Software Products Division (SPD); Ronald S. Posner, executive vice president and general manager of the Systems, Service and Information Division (SSID) and Block. Both SPD and SSID were announced on June 10, 1986.

"Roy Folk's extensive experience in product strategy and marketing will allow the Software Products Division, which

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encompasses our traditional microcomputer software business, to continue to grow, while Ron Posner's entrepreneurial expertise in service, support and training will help grow SSID, which will allow Ashton-Tate to take advantage of new market opportunities. As president and COO, Luther Nussbaum will oversee and tie together the major components of the company."

In addition to his experience at Businessland, Nussbaum held several senior management positions at Cummins Engine Company, where he worked for 11 years. His positions there included vice president/assistant to the chairman, vice president for the parts and service business and general manager of distribution companies.

"Assuming the presidency at Ashton-Tate gives me the opportunity to manage one of the most exciting companies in the computer industry," Nussbaum said. "I look forward to joining the talented management and staff."

Ashton-Tate is the world's second largest microcomputer business applications software company. Its products include dBASE III PLUS, dBASE III PLUS LAN Pack, dBASE II, MultiMate Advantage, the MultiMate 3.3 Series, Framework II and the MASTER Graphics series for IBM personal computers and compatibles. In the fourth quarter, the company will ship dBASE Mac for the Macintosh computer.

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For the first half of fiscal 1987 ended July 31, 1986,
Ashton-Tate reported revenues of $90.2 million and net income of $11.6
million, increases of 75.1 percent and 100 percent respectively, from the
same period last year.

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