

ASHTON TATE



INFORMATION

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FOR IMMEDIATE RELEASE

ASHTON-TATE NAMES JOHN MERSON  
VICE PRESIDENT, MARKETING

CULVER CITY, Calif., April 10, 1985 -- Ashton-Tate, a leading developer and marketer of microcomputer software, today announced the appointment of John C. Merson as vice president, marketing.

Merson will oversee all domestic marketing programs at Ashton-Tate, including marketing communications, advertising, public relations, sales promotion, and corporate accounts marketing. He reports to Ronald S. Posner, Ashton-Tate's executive vice president, sales and marketing.

Before joining Ashton-Tate, Merson was vice president, marketing of The Computer Factory, a New York-based computer and software retail chain. He was responsible for product selection, pricing, advertising, training, and major accounts.

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"John Merson brings a high level of expertise and management skill to his position," said Posner. "He reflects the kind of manager we are bringing to Ashton-Tate: solid and talented, with a breadth of experience. His addition is very significant because it completes both our management team and our recent reorganization, which brought all our marketing operations, domestic and international, under one roof. John also brings to Ashton-Tate an understanding of the needs of the retail community and further emphasizes our commitment to our dealers."

Prior to joining The Computer Factory in 1983, Merson operated Merson Associates, a management consulting firm with offices in New York and Washington. He also worked as a senior associate at Citibank/CMP, a New York management consulting firm owned by Citicorp/Citibank, and was an administrator at Lenoir Rhyne College in North Carolina.

Merson received his master's degree in business administration from the Harvard Business School in 1971 and a B.A. degree in economics from the University of North Carolina, Chapel Hill.

Ashton-Tate is one of the leading microcomputer software companies worldwide. It is the only major company to have best-selling products in two categories: Framework in the multi-function area, and dBASE II and dBASE III in the database market. The company also includes a publishing unit which produces books and a quarterly magazine. For the fiscal year ended January 31, 1985, the company had revenues of \$82.3 million.

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