

FOR IMMEDIATE RELEASE

**MILLER COMMUNICATIONS NAMES SHEL ISRAEL
WEST COAST VICE PRESIDENT, GENERAL MANAGER**

LOS ANGELES, April 30, 1985 -- Miller Communications of Boston has named Shel Israel Vice President and General Manager of its newly-formed West Coast Division.

Miller Communications' West Coast operation is based in the Los Angeles area to service its primary client, Ashton-Tate, a leading microcomputer business software company that markets the best-selling dBASE Family of database management software, as well as the acclaimed, multi-purpose Framework software product.

Israel was formerly a group manager for Regis McKenna Inc., most recently managing client services for that firm's Southern California office. He was involved in more than a dozen of that agency's accounts, including Sun Microsystems, ASK Computer Systems and TeleVideo Systems, Inc.

Israel has nine years of public relations background, including two years as principal of his own San Francisco-based agency. Prior to that, he was with the Massachusetts Department of Community Affairs, Boston, as Chief Communications Officer. He has seven years experience as a working journalist, primarily with The Patriot Ledger, Quincy, Mass.

(more)

According to Miller Communications President John A. Miller Jr., "to hire someone with Shel Israel's experience and proven capability adds substantially to the whole organization, as well as positioning it solidly to build a strong, service-oriented West Coast operation."

Miller Communications, whose clients include COMPAQ Computer Corporation, Western Union, Nashua Corporation and more than 20 other leading-edge high-technology firms, provides strategic marketing communications and public relations for high-technology companies. The Miller Communications West Coast Division is located at 13101 Washington Boulevard, Suite 118, West Los Angeles, CA 90066.

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