

IMMEDIATE

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ASHTON-TATE SEEKS COMPUTER BOOK AUTHORS,
INDEPENDENTLY DEVELOPED SOFTWARE PRODUCTS

TORRANCE, Calif., May 1, 1989 -- Tate Publishing, a division of Ashton-Tate Corporation (NASDAQ:TATE), today announced that it is actively seeking independently developed computer software tools, utilities and applications, and experienced authors to write computer hardware and software-related books.

"Ashton-Tate is going all out to find new software tools and utilities, especially dBASE extension products and programming tools," said Rick Gibson, Director of Sales and Marketing for the Tate Publishing. "We publish and market selected software products under the Tate Publishing label with the name of the developer displayed on the packaging."

According to Gibson, Tate Publishing offers a number of advantages to independent software developers attempting to launch their products in today's crowded software market. "We offer tremendous brand identification through the Ashton-Tate name," he said. "We back the products with Ashton-Tate's significant marketing resources and cross promotional capabilities, and we are able to put a product into distribution channels that might otherwise not be available to an independent

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developer. In addition, we have access to the company's advanced technology and testing facilities where all products are certified and tested to be technically accurate."

Gibson added, "We believe the goal of most software developers is to have their products benefit as many computer users as possible. That's perhaps the most important opportunity Tate Publishing can offer an independent developer."

Tate Publishing already publishes a number of software tools, utilities and applications. The division is about to introduce dBASE File Recovery, a software product for recovering damaged dBASE files, developed by Mund Information Systems.

Five new software products, slated for introduction later in 1989, will be supported by extensive print advertising campaigns designed to reach 2.5 million readers of leading computer periodicals monthly.

Tate Publishing is also expanding its library of books on computer-related topics. In addition to nine new books scheduled to be released this year, the division is looking for authors to write books on a variety of subjects. Books published by Ashton-Tate are distributed nationally to the book trade by the Brady Books unit of Simon and Schuster. Tate Publishing books are also sold through computer software distributors and retail outlets.

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Many Tate Publishing books are merchandised and sold as a library, and carry the Ashton-Tate certified seal for technical accuracy. Tate Publishing also supports its book line in major computer industry periodicals with advertising designed to reach millions of readers.

Interested developers and authors should contact Ashton-Tate by writing to Tate Publishing, c/o New Business Development, 20101 Hamilton Avenue, Torrance, CA 90502-1319.

Based in Torrance, Calif., Ashton-Tate markets best-selling microcomputer business applications software for DOS, OS/2 and Macintosh operating systems. Products are available in six major categories: database management systems, word processing, integrated decision support software, spreadsheets, business graphics and desktop publishing. The company also offers a variety of software applications, tools and utilities under the Tate Publishing label, as well as a library of best-selling computer hardware and software-related books and periodicals. Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations and government agencies.

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