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ASHTON-TATE ANNOUNCES OPENING OF NEW OFFICE IN SPAIN

Culver City, CA -- April 15, 1985 -- Ashton-Tate, a leading publisher of microcomputer software, today announced the opening of a new subsidiary in Madrid, Spain. The new office, headed by managing director, Peter B. Tik, also managing director of Ashton-Tate's office in The Netherlands, is the fourth foreign subsidiary Ashton-Tate has opened since 1983.

"Ashton-Tate has always placed strong emphasis on global markets," said Ron Posner, executive vice president, sales and marketing for Ashton-Tate. "During the fiscal year ended January 31, 1985, international sales and exports accounted for 22 percent of Ashton-Tate's net revenues. The opening of our Spanish office represents the latest stage in Ashton-Tate's strategic plan to build upon its worldwide presence.

"We're committed to giving our users abroad the same kind of service and product support we provide to users in the U.S." said Posner. "The opening of the Madrid office reflects this commitment and represents an important strategic step in Ashton-Tate's expansion throughout the increasingly important international microcomputer marketplace."

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According to Posner, Ashton-Tate's move into Spain reflects the growth of the Spanish market, which is one of the fastest-growing in Europe, and follows certain crucial product developments, primarily the translation of the company's software products into Spanish. "We are one of the first micro-computer software companies to offer translated software products, as well as complete product support, in local markets overseas," he said.

Since the company's aggressive entry into the international marketplace in 1983, dBASE II, the company's best-selling database management system for 8-bit computers, has been translated into 11 languages including Japanese. dBASE III, Ashton-Tate's best-selling database management system for 16-bit computers, and Framework, a multi-function productivity package, have also been translated into seven languages.

Said Posner, "Ashton-Tate has established itself as the dominant supplier of database management systems overseas, and the opening of our new subsidiary in Madrid further strengthens and extends our leadership position in this area. We expect dBASE II and dBASE III to remain best-sellers worldwide. Framework is also gaining popularity overseas. Recently the French-language version of Framework was named 'Software Product of the Year' by the French magazine 'Decision Informatique'."

In addition to the new office in Spain, Ashton-Tate has subsidiaries in the United Kingdom, The Netherlands and West Germany, with international headquarters in London and affiliations in France, Italy and Japan.

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