

ASHTON-TATE NEWS

ASHTON-TATE'S EIGHT-CITY, JUNE ROADSHOW TO DEMONSTRATE FULL FAMILY OF PRODUCTS

TORRANCE, Calif., May 16, 1988 -- Ashton-Tate Corporation (NASDAQ: TATE) today announced plans for an eight-city roadshow, beginning June 7, to showcase its family of products. The show will include DOS, OS/2 and Macintosh products and is targeted primarily to Ashton-Tate end users, corporate customers and authorized re-sellers.

Ashton-Tate Chairman Edward M. Esber Jr., President Luther J. Nussbaum, Executive Vice President, Software Products Roy E. Folk, and Vice President, Corporate Marketing Lydia J. Dobyms will participate in the tour, each serving as a keynote speaker in one or more of the cities on the tour.

"In recent months, Ashton-Tate has introduced many exciting new products that include dBASE IV, SQL Server and the hit Macintosh word processor, FullWrite Professional," said Dobyms. "This national tour will allow us to share first-hand with customers and resellers the advanced technology of the new products and the range of solutions they provide.

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"The tour will include all Ashton-Tate products, and introduce several new ones, in a unique setting," Dobyne said. "The dialogue between our key audiences and Ashton-Tate's product managers, salespeople, marketing staff and senior executives is also a very important element of the tour."

In addition to keynote speeches, each stop on the tour will have ongoing formal presentations for the featured DOS, OS/2 and Macintosh products, a mini-trade show for product demonstrations and an evening reception devoted to re-sellers.

Featured new products will include dBASE IV, SQL Server, DRAW APPLAUSE, the state-of-the-art presentation graphics program, FullWrite Professional and Full Impact, the next-generation spreadsheet for the Macintosh.

RapidFile 1.2, dBASE Mac, dBASE Mac RunTime, MultiMate Advantage II, MultiMate Advantage II LAN, Framework II, the MASTER GRAPHICS Series and Byline also will be demonstrated. Additional support and services, including corporate training and corporate support, graphics services and publications, will be featured.

The tour begins June 7 in Irvine, Calif., and goes on to San Jose, Calif., June 9; Dallas, June 14; Chicago, June 16; Washington, D.C., June 21; Toronto, June 23; Boston, June 28; and New York, June 30. For details and pre-registration, please call 1-800-437-4329, extension 239.

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Based in Torrance, Calif., Ashton-Tate markets best-selling microcomputer software products in five software categories: database management systems, presentation graphics, word processing, decision support software, and desktop publishing. In addition to products for DOS, OS/2 and Macintosh, the company also markets connectivity products that enable dBASE III PLUS users to access data residing on IBM's popular System/36 and /38 minicomputers as if they were dBASE files.

Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations and government agencies.

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