

ASHTON-TATE NEWS

ASHTON-TATE ANNOUNCES NEW VOLUME UPGRADE PROGRAM FEATURING LOWER PRICES, SIMPLIFIED UPGRADE PROCESS

TORRANCE, Calif., May 20, 1987 -- Ashton-Tate Corporation (NASDAQ: TATE) today announced a new volume upgrade program offering volume discounts and easier, more efficient access to product upgrades for its corporate and government customers.

Effective immediately, the volume upgrade program applies to Ashton-Tate's best-selling family of business applications software, including dBASE III PLUS, MultiMate Advantage II, the MASTER-GRAPHICS series of business graphics software, and Framework II.

To qualify for the volume discounts, Ashton-Tate customers must designate an internal upgrade coordinator, and place a minimum initial order of 25 units and subsequent orders of at least 10 units.

To make the upgrade process easier, Ashton-Tate does not require customers to return documentation or diskettes of previous releases, nor is there a time limit for customers to complete most upgrades.

(more)

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"Ashton-Tate traditionally has tried to accommodate the varying upgrade needs of our corporate and government customers," said Jeanne Mowlds, manager of corporate marketing and services. "This program has been designed to give those customers even more flexibility than ever before.

"Importantly, this program features lower prices overall than its predecessor [announced in August 1986], and contains a new pricing category of 500 or more units that enables our customers to save even more on large upgrade orders," Mowlds said. "It also extends the volume upgrade program to our MASTER-GRAPHICS and MultiMate products."

MultiMate customers may upgrade to the recently-introduced MultiMate Advantage II, Ashton-Tate's new flagship word processing product, at special introductory prices through August 31, 1987.

The introductory offer enables users of previous releases of the MultiMate Professional Word Processor or MultiMate Advantage to upgrade to MultiMate Advantage II for \$100 (quantities 1-24). Customers who purchased MultiMate Advantage 3.60 after March 1, 1987, may receive the upgrade at no charge.

Products with the same listed price per quantity (such as Framework II and dBASE III PLUS) may be combined to obtain a volume price break. Orders must specify either a 5 1/4- or 3 1/2-inch disk format.

(more)

Customers may call Ashton-Tate Corporate Services at (213) 538-6020 for further information about the volume upgrade program.

The second-largest developer and marketer of microcomputer applications software, Ashton-Tate reported revenues of \$60.2 million and net income of \$9.09 million for the quarter ended April 30, 1987; increases of 46.2 percent and 77.5 percent, respectively, from the same period last year.

The company has best-selling products in four major software categories: database management software, with dBASE III PLUS and RapidFile; word processing, with the MultiMate line; business graphics, with the MASTER-Graphics Series; and integrated software, with Framework II. Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations and government agencies.

The MultiMate Professional Word Processor or MultiMate Advantage
R Ashton-Tate, dBASE, dBASE II, dBASE III, Framework and CHART-MASTER, SIGN-MASTER and Friday! are registered trademarks of Ashton-Tate Corporation. MultiMate is a registered trademark of MultiMate International Corporation, an Ashton-Tate company.

tm dBASE III, dBASE III PLUS, Framework II, MASTER-Graphics, RapidFile and MultiMate Advantage II are trademarks of Ashton-Tate Corporation. MultiMate Advantage is a trademark of MultiMate International Corporation.

(An upgrade pricing chart is attached on the following page)

ASHTON-TATE VOLUME UPGRADE PROGRAM
EFFECTIVE APRIL 1987

Product/Quantity	1-24	25-49	50-99	100-249	250-499	500+
dBASE III PLUS 1.0 to dBASE III PLUS 1.1; Framework II 1.0 to Framework II 1.1	\$45	-----				
dBASE III to dBASE III PLUS 1.1; Framework to Framework II 1.1	\$195	175	160	145	130	115
dBASE II or Friday! to dBASE III PLUS 1.1 or Framework II 1.1	\$225	220	215	205	195	185
MultiMate Professional Word Processor or MultiMate Advantage to MultiMate Advantage II (until 8/31/87)	\$100	75	70	68	65	60
MultiMate Professional Word Processor or MultiMate Advantage to MultiMate Advantage II (after 8/31/87)	\$125	100	95	90	85	80
CHART-MASTER 6.1 or earlier to CHART-MASTER 6.21	\$100	90	80	70	65	60
CHART-MASTER 6.2 to CHART-MASTER 6.21	FREE	-----				
SIGN-MASTER 5.05 or earlier to SIGN-MASTER 5.11	\$100	90	80	70	65	60
SIGN-MASTER 5.1 to SIGN-MASTER 5.11 under warranty	FREE	-----				
SIGN-MASTER 5.1 to SIGN-MASTER 5.11 without warranty	\$25	-----				