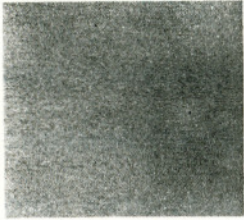


ASHTON·TATE



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## INFORMATION

For Immediate Release

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### ASHTON-TATE RESTRUCTURES DOMESTIC DISTRIBUTION

CULVER CITY, Calif. (May 21, 1984) -- Leading microcomputer software publisher Ashton-Tate announced today that it is restructuring its entire domestic distribution network. This move follows the appointment of a new sales executive staff and the introduction of two major new products, Framework<sup>TM</sup> and dBASE III<sup>TM</sup>, within the last two months.

New plans for distribution will include an expanded regional sales office network and several independent channels of distribution. Ashton-Tate has terminated its business relationships with all its current independent distributors, pending a complete review of that channel.

According to Edward M. Esber, Ashton-Tate's new executive vice president of marketing and sales, new criteria for becoming an authorized Ashton-Tate distributor will be announced shortly.

The changes in the company's distribution methods are necessary because of the intense competition in the microcomputer software market, Esber said.

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"Our new sales strategies will better serve the needs of our customers and end user base," Esber added. "With the implementation of this new network, we will be able to complement our extended line of products and to support the distribution of our new products, Framework and dBASE III, as well as dBASE II<sup>®</sup> and Friday!<sup>TM</sup>."

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