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FOR IMMEDIATE RELEASE

ASHTON-TATE LAUNCHES 'FRAMEWORK' PROMOTION,
JUNE 17 - JULY 31

CULVER CITY, Calif., June 6, 1985 -- Ashton-Tate (TM), a leading developer and marketer of microcomputer software, today announced a major new sales promotion program for Framework (TM), its multi-purpose business productivity package.

Called the "Framework \$50 Business Bonus" program, the new promotion will offer cash and merchandise incentives to retail sales representatives and purchasers of Framework. Specifically, the Bonus Program will award a \$50 check to customers who buy Framework from an authorized Ashton-Tate dealer between June 17 and July 31. The check is redeemable for merchandise at the retail store where Framework was originally purchased.

At the same time, the retail sales representative will be paid \$25 for each individual order of Framework or dBASE III (TM). When both Ashton-Tate software packages are sold to the same customer on the same invoice, the sales representative will receive an additional \$10 for a total of \$60.

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"These incentive programs dramatically underscore Ashton-Tate's commitment to providing authorized Ashton-Tate retail dealers with active support that will help them increase sales of both software and hardware," said John C. Merson, vice president of marketing.

Major advertising placements will support the six-week Business Bonus program, with ads set to run in the Wall Street Journal and on radio outlets in major cities across the country. Participating dealers will be identified in the radio spot announcements.

Framework is Ashton-Tate's critically-acclaimed multi-function software tool for the IBM Personal Computer and other leading 16-bit computers. An award-winning product, Framework combines a spreadsheet and word processor with database, graphics, and communications capabilities. It also features a unique outlining function to help organize ideas and develop reports, for example.

Ashton-Tate's dBASE III is the industry-standard database management product for 16-bit computers.

Ashton-Tate is among the leading microcomputer software companies worldwide. The company also includes a publishing unit that produces books as well as a quarterly magazine. For the fiscal year ended January 31, 1985, the company had revenues of \$82.3 million.

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