ASHTON-TATE TO STAGE DEVELOPERS' CONFERENCE

Torrance, Calif., June 11, 1986 -- Ashton-Tate today announced that it will sponsor a full-scale Developers' Conference this September to support the large community of independent developers and corporate programmers who build software applications based on Ashton-Tate products.

The two-day technical event is scheduled for Sept. 29-30, 1986, at the Century Plaza Hotel in Century City, Los Angeles. The agenda will include a series of seminars, clinics and lab sessions designed for consultants, independent developers, VARs (value-added remarketers), corporate programmers, and training organizations. Additional presentations and events will be sponsored by selected vendors of software utilities and hardware products.

"The Developers' Conference is an important step in the re-affirmation of our commitment to Ashton-Tate's development community," said Roy E. Folk, executive vice president and general manager of the Software Products division.

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"The conference format will be interactive, allowing developers to roll up their sleeves and explore new approaches to applications development," Folk continued. "At the same time, conference participants will provide Ashton-Tate with vital technical information and guidance that will assist us with future product development efforts."

The early-registration fee for the conference is $495 per person through August 31, and includes selected meals and entertainment. Beginning September 1, the registration fee will be $595 per attendee. Conference and registration information may be obtained by calling 1-800-323-7616 (in California, 1-818-707-0102). Attendance will be limited and early registration is suggested.

According to Mark Whiteside, manager, third party marketing, specific technical sessions will demonstrate state-of-the-art development techniques and identify solutions to problems with existing systems. Each session will be followed by case studies presented by leading corporate and independent developers, supported by Ashton-Tate product development teams and experts from key hardware vendors and publishers of software utilities.

dBASE III PLUS sessions will address systems design issues and programming techniques for debugging, optimizing, and benchmarking applications; advanced topics such as multi-user program development; and the use of application generators and

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programming utilities. Framework II topics will cover the development of applications with the FRED programming language, including minicomputer and mainframe interfaces, communications, advanced development techniques and developers' tools. Additional sessions will highlight integrated applications using these products together.

In addition to scheduled sessions, "hands-on" code clinics will enable developers to analyze specific programming problems with help and insights from other developers, Ashton-Tate product experts and hardware vendors.

Ashton-Tate is the third largest independent microcomputer software company. The company reported revenues of $41.2 million and net income of $5.1 million during the first quarter of fiscal 1987, ended April 30, 1986, increases of 71.8 percent and 118.6 percent, respectively, from the same period of the previous year.

The company markets best-selling software products in three categories: database management software, with the industry-standard dBASE family of products; word processing, with the MultiMate Advantage 3.6 Professional Word Processor, the MultiMate 3.3 Series, and others in the MultiMate family; and integrated software, with Framework II.

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