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**ASHTON-TATE'S RAPIDFILE AND AVERY LASER PRINTER LABELS
TO BE PART OF A CO-PROMOTION PROGRAM**

TORRANCE, Calif., June 21, 1988 -- Ashton-Tate Corporation (NASDAQ:TATE) and Avery Commercial Products Division today announced a co-merchandising program for Ashton-Tate's RapidFile, the company's easy-to-use database product, and Avery Laser Printer Labels.

Under the promotion, packages of RapidFile will contain a manufacturer's rebate coupon on popular sizes of Avery Laser Printer Labels. Similarly, purchasers of Avery Laser Printer labels will receive a special discount coupon for a demonstration diskette of RapidFile. The promotion runs from July, 1988 through April 30, 1989.

"With the increasing use of PC's and laser printers for mailing list applications, we wanted to provide a complete software and supplies solution to the end user," said Mike Arrigo, product manager for RapidFile. "This new co-promotional program will enable end users to easily print labels with their laser printer with a minimum of setup time."

RapidFile was introduced in January 1987 and was recently upgraded to address the growing mailing list management segment. The product is a fast and easy-to-use database management product that was designed to manage lists, labels, reports and form letters.

"As the leader in the office environment, Avery consistently provides office automation tools to our large end user base," said Frank Rexach, Avery's Commercial Products Division manager for Laser Printer Supplies. "Ashton-Tate's easy-to-use RapidFile coupled with our best-selling Laser Printer Labels provide the consumer with an efficient system to make mailings easier than ever before."

Avery Laser Printer Labels are the first labels designed to automatically feed from the paper tray of the HP LaserJet (Plus/II) and other popular laser printers. Popular addressing sizes included in the joint promotion are 30-up for 1" X 2 5/8" labels (product code #5260); and 20-up for 1" X 4" (#5261) and 1 1/2" X 4" (#5262) labels. In addition, Avery offers a complete line of labels including round sizes, assorted color file folder labels, rectangular labels in a variety of sizes for return address and shipping uses and a full sheet 8 1/2" X 11" label to create mini-posters and other desktop publishing applications.

In addition to the end-user rebates, literature and other sales materials will be made available to the Ashton-Tate and Avery sales force to publicize the program through the computer reseller and office products channel.

Ashton-Tate Corporation is one of the largest developers and marketers of business applications software and the major supplier of relational database management systems for microcomputers. The company markets microcomputer software products in the following categories: database management, word processing, business graphics, desktop publishing and integrated products.

Avery Laser Printer Labels are available from office supply and computer retail stores across the United States. Avery's Commercial Products Division is one of the world's largest manufacturers of office supplies. Division headquarters are located at 818 Oak Park Road, Covina, CA 91724, (818) 915-3851.

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