ASHTON·TATE

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ASHTON-TATE ANNOUNCES FRAMEWORK II APPLICATIONS CONTEST

TORRANCE, Calif., June 30, 1987 -- Ashton-Tate Corporation and PC Magazine will co-sponsor a Framework II Applications Contest to recognize outstanding applications development with Framework II, Ashton-Tate's multifunction software product.

The contest grand prize winner will receive an all-expenses-paid trip for two to Las Vegas, where he or she will be honored at a special event at the Fall Comdex trade show, November 2-6. The top award will also include $1,000 cash and lunch with senior PC Magazine personnel.

Ashton-Tate will present the top four contest winners with the Ashton-Tate Achievement Award, a trophy of original design. The contest is open to anyone 18 years of age or older.

"We created the contest and Achievement Award to encourage even more developers to take advantage of Framework II's potential as an applications environment, and to recognize the best achievements to date," said Ashton-Tate marketing vice president Lydia J. Dobyns. "Framework II is the only integrated software product with an advanced high-level development language. It's a great tool for developers to create custom or vertical market applications."

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PC Magazine Editor-in-Chief Bill Machrone said, "PC Magazine's editorial commitment to both product evaluations and productivity enhancements is known throughout the microcomputer industry. We seek out technical excellence in all its manifestations, and were pleased when Ashton-Tate called on our editors to judge the Framework II applications in their contest according to the standards we've developed in the PC Labs."

Entries must be submitted on an official entry form (or facsimile) and received by September 1. A completed entry consists of a written description of the application. Thirty semi-finalists will be selected and asked to submit executable programs with all necessary files on disk, plus printed documentation.

PC Magazine editors and personnel from PC Magazine laboratories will judge entries on the degree of automation, breadth of scope, success in solving a problem as defined, originality, use of multiple Framework II capabilities, error handling, ease of learning and use and consistency with Framework II conventions.

Winners will be selected from among the semi-finalists and will be notified September 19. All four winners will receive Achievement Awards, a choice of three Ashton-Tate software packages, free registration at the Ashton-Tate Developers' Conference, advertising space in the Ashton-Tate Quarterly magazine, and an article in the company's TechNotes newsletter and PC Magazine. A cash bonus will be awarded particular winning applications that also utilize dBASE III PLUS: $500 for the Grand Prize, $250 for first prize, $100 for second or third prize winners.

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Entries will not be returned, but will be destroyed after judging. Contest entrants retain all copyright and other proprietary rights to their entries. Ashton-Tate will not publish any entry without written consent of the entrant. For application blanks or further information, call (800) 437-4329.

Ashton-Tate, the third-largest developer and marketer of microcomputer business applications software, reported revenues of $60.2 million and net income of $9.09 million for first quarter of fiscal year 1987, ended April 30, 1987, increases of 46.2 percent and 77.5 percent, respectively, from the previous year.

Based in Torrance, Calif., Ashton-Tate markets best-selling microcomputer business applications software in four categories: database management systems, with industry-standard dBASE III PLUS and RapidFile; business graphics, with the MASTER-GRAPHICS Series; word processing, with MultiMate Advantage II, and integrated software, with Framework II. Ashton-Tate also markets a comprehensive line of service and support programs for individuals and corporations.

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