ASHTON·TATE

INFORMATION

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FOR IMMEDIATE RELEASE

ASHTON-TATE INTRODUCES
NEW dBASE III and dBRUN FOR DEVELOPERS

CULVER CITY, Calif., July 1, 1985 -- In conjunction

with its new value-added-remarketer (VAR) program,

Ashton-Tate$^R$ today introduced The Developer's Release$^{TM}$, a

specially-designed version of dBASE III$^{TM}$ that enables

third-party developers to build custom applications using the

company's top-selling relational database management system.

A dBASE III version of dBRUN$^R$, a low-cost, execute-only

version of the product, was also announced.

The Developer's Release is a complete dBASE III

package designed specifically for VARs.  It features the

following:

o A special release of dBASE III that contains more

than 50 enhancements to the dBASE programming language,

including eight new commands, 32 additional functions, and a

new command editing capability.

(more)

o Runtime+ TM, a pair of utilities that allow
developers to encrypt and protect dBASE III custom
applications.  Runtime+ includes dBCODE TM for encrypting
dBASE programs, and dBLINKER TM for linking dBASE program
files together for faster execution.  Also included in the
package are sample programs that show several methods of
writing applications in dBASE III and a limited version of
dBRUN that can be used to execute the sample programs or a
custom application in a demonstration mode.

o Ashton-Tate's newly-published "Advanced Programmer's
Guide," including a disk containing all the program
utilities listed in the programmer's guide book.

"The Developer's Release and dBRUN address the
encryption and cost-saving needs of the dBASE development
community," said John C. Merson, vice president of
marketing.

According to David Hull, director of product marketing
for database products, "These products demonstrate our
long-term commitment to providing high-quality development
tools for developers.  They have been instrumental in
establishing our dBASE products as industry standards."

(more)

The Developer's Release will be sold only through the
Ashton-Tate VAR Sales Department, previously known as
RunTime Sales.  Distribution of the product will be limited
to volume purchasers of the new dBRUN product and developers
meeting the requirements of the new Ashton-Tate VAR program.
The VAR program features product support, promotional
support, and on-going information exchange for qualified
remarketers developing new programs utilizing Ashton-Tate
products.

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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