

IMMEDIATE

Linda Duttonhaver
Ashton-Tate
(213) 538-7011

ASHTON-TATE ANNOUNCES APPLAUSE II

Successor to MASTER-GRAPHICS and
DRAW APPLAUSE features charting, drawing
and electronic slide show

TORRANCE, Calif., October 30, 1989 -- Ashton-Tate Corporation (NASDAQ: TATE) today announced APPLAUSE II, graphics software that includes charting, drawing and electronic slide show features. With a suggested retail price of \$495, APPLAUSE II will be available before the end of the year.

The new version includes 37 automatic chart types, support for a wide range of equipment -- from PC/XTs to 386s; from CGA/Hercules to VGA or 8514A monitors; with 512K RAM and above -- and output to printed documents and overheads. Slides can be generated overnight via a direct connection with Ashton-Tate's Graphics Service or by output to a user's camera. These and many other features are accessed through APPLAUSE II's new "MS-Windows like" graphical interface.

"APPLAUSE II combines the functionality and ease-of-use of MASTER-GRAPHICS with the sophisticated charting of DRAW APPLAUSE," said Bill Lyons, Vice President and General Manager of the Applications Group. "Its appeal to a broad range of users -- from occasional and corporate users to graphic artists -- will help establish APPLAUSE II as the standard in many corporations."

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"APPLAUSE II is the long-awaited upgrade for our more than 300,000 MASTER-GRAPHICS users. It will be the foundation for future Ashton-Tate graphics products," added Richard Dym, Ashton-Tate's Senior Product Manager for Graphics Products.

Scott Lent, Marketing Manager for U.S. Sprint, has been a beta tester for APPLAUSE II and a DRAW APPLAUSE user. He comments that "APPLAUSE II has inspired me to create a whole new way of making presentations. I'm very impressed with APPLAUSE II; I think it is a dynamite product."

MASTER-GRAPHICS Upgrade

APPLAUSE II is the upgrade for Ashton-Tate's two graphics product lines: DRAW APPLAUSE and the MASTER-GRAPHICS Series (including CHART-MASTER, SIGN-MASTER, DIAGRAM-MASTER and PRESENTATION PACK). APPLAUSE II imports all DRAW APPLAUSE and MASTER-GRAPHICS data files without conversion and offers all the functionality -- plus much more -- included in these original products.

Product Features and Benefits

APPLAUSE II has three windows: the chart window, the draw window and the present window. Business users will spend most of their time in the chart window, creating numeric, word and organization charts. The chart window is supported by a full-featured drawing board in the draw window and electronic slide show capabilities in the present window.

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Specific highlights of the new product include:

- A "MS-Windows like" graphical interface
APPLAUSE II's totally new interface makes the product intuitive and easy to learn. All functions can be accessed through the keyboard or by using a mouse.
- 37 automatic chart types
This includes standard and 3-D bar, line, pie and area charts, as well as organization, scatter and high/low/close charts. This wide range of charting options means business users have quick and easy ways to effectively present information.
- Expanded connectivity
Data is imported into APPLAUSE II in spreadsheet format in these file formats:
 - .dbf (dBASE IV, dBASE III PLUS)
 - .fw2, .fw3 (Framework II, Framework III)
 - .wks, .wk1 (Lotus 1-2-3) and Lotus named graph
 - ASCII
 - DIF
 - SYLK (Excel, Multiplan)
 - CHART-MASTER (.CHT)CGM, TIF, GX2, PCX, GIF, Diagram-Master and Sign-Master graphic files can also be imported into APPLAUSE II.
- New analytic capabilities
6,000 observations, three different types of regression, moving averages and automatic forecasting give business users the tools they need for day-to-day charting applications.
- Improved black and white output
20 hatch patterns, 7 line types, 16 gray scales and Bitstream font support offer users more ways to produce effective black and white images.
- More color options
5,000 colors on-screen simultaneously (on EGA and better monitors), 11 pre-defined color palettes and 3.6 million colors on slides provide maximum color options for any type of output.

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Price, Upgrades, Availability

APPLAUSE II has a suggested retail price of \$495 and will be available before the end of the year through the Ashton-Tate authorized reseller network.

Upgrade orders for both DRAW APPLAUSE and the MASTER-GRAPHICS Series to APPLAUSE II are being taken now; users can call Ashton-Tate's Customer Service at (800) 2-ASHTON. Upgrade pricing is \$79 for both DRAW APPLAUSE and MASTER-GRAPHICS users. The upgrade will include an additional 200 clip art images (400 are already included in APPLAUSE II), which otherwise would retail for \$149.

Based in Torrance, California, Ashton-Tate markets microcomputer business applications for DOS and Macintosh operating systems. Products are available in five major categories: database management systems, word processing, integrated decision support, spreadsheets and graphics. Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations and government agencies.

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