

Immediate

Linda Duttonhaver  
Ashton-Tate  
(213) 538-7011

ASHTON-TATE ANNOUNCES INTRODUCTORY  
PROMOTION FOR APPLAUSE II

Graphics software available for \$99.95  
until January 31, 1990

TORRANCE, Calif., October 30, 1989 -- To accompany the launch of APPLAUSE II, Ashton-Tate Corporation's business charting software, the company announced today a special promotion offering the software at a suggested retail price of \$99.95. Valid until the end of January, the "Move Up to APPLAUSE II" promotion is targeted to both new and current users of competitive graphics products.

"Offering a savings of almost \$400 on APPLAUSE II gives new users an incentive to try graphics software and see how it can help them in their business," said Bill Lyons, Vice President and General Manager of Ashton-Tate's Applications Group.

Added Jack Strange, Ashton-Tate's Marketing Manager for Graphics, "APPLAUSE II is easy-to-learn, and ideal for quickly generating high quality, professional-looking output such as printed hardcopy, overheads and slides. These features, combined with the 'Move Up to APPLAUSE II' promotion, offer current business graphics users an inexpensive way to try the new features in APPLAUSE II."

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APPLAUSE II offers charting, drawing and an electronic slide show in one easy-to-use package for users ranging from occasional business and corporate users to graphic artists. The software features 37 different chart types, a "MS-Windows like" graphical interface, support for a wide range of output devices -- including laser and impact printers, plotters, thermal printers and image recorders -- and WYSIWYG preview, in both black & white and color.

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.

Price, Availability

The "Move Up to APPLAUSE II" promotion begins immediately and will continue until January 31, 198<sup>9</sup>~~9~~. Under the promotion, customers can purchase APPLAUSE II for \$99.95, suggested retail price, from authorized Ashton-Tate resellers. Thereafter, APPLAUSE II will retail for \$495.

The program will be supported by several comprehensive advertising and direct mail campaigns. Customers may obtain the names of Ashton-Tate authorized resellers near them by calling (800) 437-4329; dealers can call Ashton-Tate Reseller Relations at (213) 327-1111.

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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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