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ASHTON-TATE ANNOUNCES BYLINE 2.0

New version includes mouse, enhanced laserjet
and DCA/RFT file format support

LAS VEGAS, Nevada, **November 14, 1988** -- Ashton-Tate Corporation (NASDAQ: TATE) today announced Byline 2.0, a significant upgrade to the company's desktop publishing package. This new version includes mouse support, expanded laser jet and dot matrix printer output, a new "rubber text" feature, additional graphics capabilities, and support for DisplayWrite (DCA/RFT) file formats. Priced at \$295, Byline 2.0 will be available during the first calendar quarter of 1989.

"Byline has been well accepted in the marketplace, and we're excited to meet user demand for enhanced features and functionality with the announcement of Byline 2.0," said Rich DiGiovanni, vice president and general manager of the Tate Publishing Division of Ashton-Tate. Adds Ken Skier, the product designer and president of SkiSoft, Inc., "Byline 2.0's spectacular output on laser printers, flexibility in text placement and wide range in point size for H-P soft fonts make this a winning product."

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Tim Bjarin, Executive Vice President of Creative Strategies Research International, a San-Jose-based market research firm and a beta test site for the new product, adds, "Byline 2.0's increased functionality combined with its ease-of-use makes this new Ashton-Tate product one of the best desktop publishing packages on the market."

Product Enhancements

Version 2.0 of Byline includes these major enhancements:

- Hewlett-Packard compatible soft fonts for five Byline typefaces.
These soft fonts are available for Bookman, Times, Swiss, Courier and dBASE Elite.
- Support for DisplayWrite DCA/RFT file formats.
Now DisplayWrite users can import word processing files directly into Byline 2.0.
- Additional dot matrix and laser printer support.
These include Hewlett-Packard LaserJet Plus, Series II and compatibles and more than 100 dot-matrix printers.
- "Rubber" text for graphic manipulation.
This allows users to stretch, shrink, invert, rotate and print lines of text in landscape mode.
- Adjustable word and letter spacing.
Spacing between words and letters can now be sized to fit in specific dimensions.
- Mouse support.
Now users have the option to create documents in Byline with or without a mouse.
- Enhanced graphics import.
Graphics created in MASTER GRAPHICS, AutoCAD and AutoSketch can be easily integrated into Byline documents.
- Improved graphics capabilities.
Users can now invert, rotate and flip graphics for enhanced presentations.
- Framework text export utility.
Framework III and II users can take advantage of desktop publishing via Byline 2.0.

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Important features in both Byline versions 1.0 and 2.0 include a strong word processor, a direct link to dBASE for data import, a Lotus 1-2-3 spreadsheet link, and word processing import from MultiMate, WordStar, Word Perfect and others.

Byline is particularly noteworthy for its ease-of-use. It is designed for the typical business software user, so a knowledge of graphic arts or typography is not required to produce professional-looking letters, directories, forms or invoices. Moreover, it delivers good performance on an 8088-based PC or XT and even faster speed on a 286- or 386-based machine.

Price, Availability, Upgrades

Byline 2.0 is priced at \$295 and will ship during the first quarter of calendar 1989. Upgrades for current registered Byline users will be available from authorized resellers, or directly from Ashton-Tate for \$35. Upgrades to Byline 2.0 will be free of charge to those users who purchase Byline 1.0 after November 14, 1988.

Tate Publishing Division

Byline 2.0 is produced by the Tate Publishing Division of Ashton-Tate. This division acquires, licenses, co-develops and markets third-party software applications, development tools, add-ons and extensions created by independent software developers. The Tate Publishing Division also develops and markets books, periodicals, training courseware and software utilities.

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Ashton-Tate: A Leader in Microcomputer Software

Ashton-Tate Corporation markets best-selling business application software for DOS, Macintosh and OS/2 environments. Products are available in five major categories: database management systems, word processing, graphics, decision support integrated software and spreadsheets. Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations, and government agencies.

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