

News



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**ASHTON-TATE LAUNCHES "ATTAIN," A
NATIONWIDE CUSTOMER TRAINING NETWORK**

TORRANCE, CA, January 8, 1990 -- Ashton-Tate Corporation (NASDAQ:TATE) today announced the formation of A.T.T.A.I.N., the Ashton-Tate Training Association Information Network. The network consists of national and regional training organizations authorized by Ashton-Tate to offer training and education on dBASE IV, MultiMate Advantage II, MultiMate version 4.0, DRAW APPLAUSE, Framework III, RapidFile, FullWrite Professional, Full Impact and other company products.

Developed and managed by the Training Services department of Ashton-Tate's Professional Services Division (PSD), the network has seven charter members, including two national organizations: Egghead University and ExecuTrain. The regional charter members are Micro Trek, New York, NY; New Horizons, Orange County, CA; Future Enterprises, Washington, DC; Professional Training Centers, Chicago, IL; and Squire Computer Services, Austin, TX.

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"The ATTAIN program provides high quality training and specialized education on our software products to customers in a wide geographic area. Our users can feel confident that they will receive high quality instruction on their Ashton-Tate products through ATTAIN training centers," said Barry Obrand, Ashton-Tate's vice president, Professional Services Division.

Obrand added that Ashton-Tate will continue to run its own training centers as part of the ATTAIN network.

ATTAIN members must meet the educational quality standards set forth by the Professional Services Division. Maintenance of these standards is monitored by Ashton-Tate through ongoing instructor training, frequent visits to member companies, regular reporting and customer follow-up. ATTAIN members often utilize Ashton-Tate certified courseware.

Ashton-Tate will provide support and services to ATTAIN members on a variety of levels. "The charter members receive pre-release versions of software for the purpose of training instructors and developing course materials," said Nancy Santimaw, group manager of training services for Ashton-Tate. "ATTAIN members will also have the opportunity to utilize our user lists for sales and marketing promotions. In addition, Ashton-Tate will offer 'Train-The-Trainer' classes and technical support for our ATTAIN members."

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Santimaw added that ATTAIN members will also be able to purchase Ashton-Tate training course materials and Training Center Software. Ashton-Tate will certify all future ATTAIN instructors via product testing.

"The formation of the ATTAIN program is clear evidence that Ashton-Tate is committed to providing quality training to its customers. By authorizing training centers, Ashton-Tate is supporting its members with training material, software and product expertise. These services will allow us to better support our customers," said Jim Smith, director of Egghead University.

Training organizations interested in applying for ATTAIN membership should contact Patrice Lang, Ashton-Tate program specialist at (213) 538-7429. While Ashton-Tate is currently accepting applications for additional members, it will limit the number of ATTAIN members.

The Professional Services Division is the "service center" of Ashton-Tate, comprising Training Services, Professional Development, Consulting Services, Technical Support and Customer Service. PSD provides classroom instruction, applications course materials, systems consulting and product support for Ashton-Tate products.

Headquartered in Torrance, California, Ashton-Tate markets and develops microcomputer business applications software for the DOS, OS/2 and Macintosh operating systems. Ashton-Tate products are available in five major categories: database management systems, word processing, integrated decision support software,

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spreadsheets and graphics. Ashton-Tate also offers a comprehensive line of service and support programs for individuals, corporations and government agencies.

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