


M E M O R A N D U M

TO: All Employees
FROM: Luther Nussbaum 
RE: Two Executive Appointments
DATE: January 9, 1988

I'm pleased to announce that Barry Obrand has been appointed to the newly created position of Vice President of Consulting and Training Services, and Wes Richards, formerly of Software Publishing Company and IBM, has been hired to fill the position of Vice President, UCAN division.

Wes is one of the software industry's most respected sales and marketing executives. His fifteen years of software and hardware experience include his most recent position as Vice President of Sales and Marketing at Software Publishing Company. He also held a number of positions during 12 years at IBM, including National Account Sales Manager for the Entry Systems division and Area Operations Manager for the IBM Product Centers.

Wes, who officially joins Ashton-Tate on January 10, 1989, will be based in our Los Gatos center and will report to me. We are delighted to have an executive of his calibre heading the UCAN Division. Please join me in welcoming Wes to Ashton-Tate.

Barry Obrand's appointment to the new consulting and training services post underscores our company's crucial move into the systems area. In his new position, Barry will design and implement customer contact, consulting and training services programs essential to providing complete and effective systems solutions.

Barry will continue in his role as head of the UCAN division until February 1, 1989, when he will assume full duties under his new position. He will continue to work out of the Torrance headquarters and will report to me. As a top priority, Barry will be working closely with Eric Kim to assist with the launch of SQL Server. Please join me in congratulating Barry on his new position.

With these two appointments comes a temporary change in reporting lines. Upon assuming his new position, Wes will oversee the UCAN distributor, major reseller, corporate and VAR/OEM sales forces, and sales and technical support. Roger Lane's operations group, including manufacturing, test and quality control, will report to me on an interim basis and will be reassigned to Wes after he has had a chance to get situated.

IMMEDIATE

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ASHTON-TATE APPOINTS BARRY OBRAND TO NEW CONSULTING AND TRAINING SERVICES POST; HIRES WES RICHARDS TO RUN UCAN DIVISION

TORRANCE, CA, January 10, 1989 -- Ashton-Tate Corporation today announced that it has appointed Barry S. Obrand, 41, formerly Ashton-Tate's vice president, UCAN (United States and Canada) Division, to the newly created position of vice president of consulting and training services; and Wes Richards, 38, previously of Software Publishing Company and IBM, to fill the position of vice president, UCAN Division.

Richards comes to Ashton-Tate after having spent the past two years as vice president of sales and marketing at Software Publishing Company of Mountain View, California. Prior to that, he was executive vice president of sales for Bell Atlantic CompuShop, and held a variety of sales positions during a 12-year tenure at IBM, including national account sales manager for the Entry Systems Division and area operations manager for IBM Product Centers.

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Richards, who will report to Ashton-Tate's president and chief operating officer, Luther J. Nussbaum, will join Ashton-Tate on January 10, 1989. In his new position, he will manage Ashton-Tate's U.S. and Canadian distributor, major reseller, corporate and VAR/OEM sales force, and sales and technical support.

"The appointment of Wes Richards, one of the highly-regarded sales and marketing executives in our industry, will allow us to maintain our strong focus on UCAN sales," said Nussbaum.

"I'm delighted to be overseeing the UCAN division for Ashton-Tate," Richards said, "I look forward to contributing to the company's continued success in the U.S. and Canadian marketplace."

According to Nussbaum, "Many of our recent technology announcements have served notice of Ashton-Tate's intention to provide systems-oriented solutions to our customers. Barry's appointment to run a new division dedicated to consulting and training services is proof of our commitment to deliver advanced systems products."

"There is no doubt that part of Ashton-Tate's future success in providing systems solutions lies in its ability to offer effective training and consultation support," said Obrand. "My initial desire when I came to Ashton-Tate was to

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establish such a capability. Now I look forward to leveraging my background in training and consulting to help this company become a respected systems vendor."

In his new position, Obrand will continue to report to Nussbaum.

Based in Torrance, CA, Ashton-Tate markets best-selling microcomputer business applications software for DOS, OS/2 and Macintosh operating systems. Ashton-Tate products are available in six major categories: database management systems, word processing, integrated decision support software, spreadsheets, business graphics and desktop publishing. Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations and government agencies; and offers a library of computer-related books and periodicals through its Tate Publishing Division.

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