

For release:

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**ASHTON-TATE PLANS TWO MAJOR PROMOTIONS
FOR DEALERS AND DISTRIBUTORS**

TORRANCE, Calif., January 23, 1986 -- To support sales of
dBASE III PLUS and Framework II, Ashton-Tate today announced
plans for two major promotional programs aimed at distributors
and authorized dealers.

The "Triple Play" program for distributors is designed to
increase sell-in and retail channel penetration of Ashton-Tate
products. It will run from January 27 through March 7.

The dealer promotion, "It Pays to Know Ashton-Tate
Products," encourages dealers and their salespeople to learn
dBASE III PLUS and Framework II. As first prizes in a special
drawing, Ashton-Tate will offer eight trips for two to Tahiti
from anywhere in the United States. The promotion runs from
February 17 through April 4.

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"Triple Play" is a cash-incentive program for distributor sales representatives. Ashton-Tate has established dBASE III PLUS and Framework II sales goals for each distributor, who has subsequently assigned individual goals to its sales representatives.

Ashton-Tate will award \$100 to sales representatives who meet their goals. Sales representatives who exceed their assigned goals will receive an additional cash award based on units sold. Ashton-Tate will issue statements to participating sales representatives showing their individual sales goals.

The second promotion, "It Pays to Know Ashton-Tate Products," is open to all Ashton-Tate authorized dealers and their salespeople. The program follows a series of free, nationwide dealer training workshops supporting Framework II and dBASE III PLUS. Ashton-Tate will supply dealers with product samplers and entry forms for the promotion.

To win, salespeople answer multiple-choice questions about dBASE III PLUS, Framework II, or both, on a rub-off game card. Salespeople with a perfect score win a full-system copy of dBASE III PLUS or Framework II and become eligible for the grand prize sweepstakes drawing. They will also be permitted additional sweepstakes entries for every copy of dBASE III PLUS or Framework II sold during the promotion period.

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In addition to the eight trips to Tahiti, the dealer sweepstakes will offer 24 second prizes of \$500 in cash. Custom jackets with dBASE III PLUS or Framework II logos will be presented to 200 third-prize winners. The sweepstakes drawing will be held in early May.

One of the fastest-growing companies in the personal computer industry, Ashton-Tate reported revenues of \$80.0 million and net income of \$10.6 million for the first nine months of fiscal 1986, ended October 31, 1985, an increase of 45 percent and 221 percent respectively from the same period of the previous year.

With the recently-completed acquisition of MultiMate International Corporation, Ashton-Tate now markets best-sellers in three software categories: database management software, with the industry-standard dBASE family of products; integrated software, with Framework II; and word processing, with the MultiMate 3.3 Series and MultiMate Advantage products.

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