

ASHTON-TATE NAMES BENNETT TO MARKETING POST

CULVER CITY, Calif. -- The Ashton-Tate Publications Group has named Cathy Bennett sales and marketing manager according to Lawrence Benincasa, vice president of new business development.

The Publications Group, which publishes computer-related books and periodicals, is a division of the Ashton-Tate software firm whose products include dBASE II and "Friday!"

In her new post, Bennett will be responsible for implementing marketing strategy and managing sales efforts for the newly created group. Established in 1983, the group has already released seven titles and has slated an aggressive 1984 schedule.

Prior to her association with The Ashton-Tate Publications Group, Bennett served as Marketing Manager for Prentice Hall, Inc., where she was responsible for market research and new market development. While at Prentice Hall, Inc., Bennett's extensive sales experience included organizing and managing a nationwide rep network, directing sales and promotion projects and sales responsibilities.

Bennett is a Magna Cum Laude graduate of Michigan State University where she majored in business. She is affiliated with several professional groups including the American Marketing Association, American Association of Publishers and is a member of the MSU Alumni Board of Directors.

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