

ASHTON-TATE

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FOR IMMEDIATE RELEASE

ASHTON-TATE <sup>TM</sup> LAUNCHES FRAMEWORK <sup>TM</sup> WITH  
PRECEDENT-SETTING MARKETING EFFORTS

CULVER CITY, CALIF., March 28, 1984--Framework, the new productivity software package from Ashton-Tate, has been launched with the most aggressive marketing support effort in the brief history of personal computer software history.

"Framework is being rolled out with a targeted marketing program addressing many fronts," said David C. Cole, Ashton-Tate president and chief executive officer. "We have committed a multi-million dollar advertising budget to communicate the extraordinary benefits of Framework to the public."

"We are quickly building a broad national awareness for Framework as a very powerful, yet simple to use productivity software package," Cole reported. "Framework is an entirely new technology that allows users to create, analyze and manipulate words, ideas, graphs, data and numbers as easily as today's spreadsheet programs handle numbers alone," he said.

Included as integral modes of the Framework program are a full-featured word processor; a powerful, fast spreadsheet; business graphics; data management; forms processing, and an outline generator.

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"Our first priority is a national umbrella campaign which will clearly communicate the benefits of the Framework technology to our target market," stated Cole. "In addition to our national ad campaign, we will be launching coordinated advertising and promotional efforts in major markets."

"The national ad campaign will make extensive use of media, including The Wall Street Journal, Business Week, Forbes, Fortune, Time, Venture, Money, and Inc, that efficiently reach our prime markets," stated Cole. "In addition, we will be using local and regional editions of these publications as well as newspapers and radio in selected markets."

A cornerstone of the Ashton-Tate effort is a 17 city tour to give dealers, MIS managers, local press, independent software developers and experienced power users a hands-on experience with the product. "We have a unique strategy. We are selling to the first-time personal computer user by communicating through the power user. We believe we can build on our singular strength within the software industry by working closely with our independent software developers. Currently more than 1,000 such companies are working with Ashton-Tate, using the dBASE II<sup>R</sup> RUNTIME<sup>TM</sup> development tool for creating customized applications. By developing this base of experience with independent software developers, a host of new products will be crafted for vertical markets using Framework."

As the noise level of competing claims and counter-claims increases, the first-time user often becomes more confused, explained Cole. "We believe that the existing user, who is already a powerful influence on first-time users, will soon become even more critical to the success of any product on the market. Thus we are reaching out to the existing user, not simply to sell, but rather to inform. Our message is that of a trusted source of information for friends and business acquaintances. Existing PC users will want to learn about Framework so they can recommend it with confidence," he said. "The company has already previewed the program for leaders of the IBM PC user groups, independent software dealers and other opinion leaders."

"We are actively courting independent software developers and applications template companies, as well as third-party publishers and others, whose tacit endorsement of a product helps make it an industry standard. A portion of our national media budget is being reserved to support the activities of these third-party vendors," explained Cole. "Our marketing and distribution muscle is being used to help obtain distribution in both the U.S. and overseas for third parties supporting Framework."

"Our overall communication goals are to clearly portray how Framework satisfies the needs of the computer novice in being quickly learned and easy to use, while also holding the promise of limitless power and potential for the experienced user, beyond the current generation of integrated spreadsheets."

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