

ASHTON-TATE



INFORMATION

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For Immediate Release

ASHTON-TATE NAMES MARTIN MAZNER

VICE PRESIDENT, MARKETING

CULVER CITY, Calif. -- Martin Mazner has been appointed vice president, marketing for Ashton-Tate, the Southern California-based computer software publisher, announced David Cole, president and chief executive officer.

Mazner will be responsible for the company's advertising and promotion, public relations and market research.

"The addition of Martin Mazner to Ashton-Tate's management team is another step in our move to build aggressively upon our existing presence in the marketplace," Cole said. "We feel that his background makes him ideally suited to work with our vice president, sales, Carl Gritzmaker; vice president, international, Rod Turner; vice president communications, Jack Brantley; and national sales manager Mike Bird to spearhead our marketing strategy in this highly competitive industry."

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Ashton-Tate had earlier announced the appointments of Gritzmaker and Bird, both of whom were previously employed by Lotus Development Corporation, and of Turner, who previously served as the company's vice president, sales. "We believe depth in management is essential to maintain and expand Ashton-Tate's share of the computer software market," said Cole.

Cole also announced the resignation of Charles Babbitt, Ashton-Tate's executive vice president and chief operating officer. Cole said, "We wish him all the best in his future endeavors."

Before joining Ashton-Tate, Mazner was president and chief executive officer of Forefront Corporation, a software company which is affiliated with Ashton-Tate. As president of Forefront, he was part of the team that developed and introduced FRAMEWORK, the recently announced integrated, multi-function Ashton-Tate product. Earlier, he was vice president of marketing and sales for Context Management System and editor-in-chief of Computer Merchandising Magazine, which he co-founded.

Ashton-Tate specializes in high-quality computer software and computer-related books. Among its products are dBASE II, the largest selling database management system for microcomputers, Friday!, an easy-to-use file management system and FRAMEWORK.

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