

IMMEDIATE

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ASHTON-TATE APPOINTS DAVID B. MCGLAUGHLIN  
MANAGING DIRECTOR OF CANADA

TORRANCE, Calif., March 28, 1990 -- Ashton-Tate Corporation (NASDAQ:TATE) today announced the appointment of David B. McGlaughlin, to Managing Director of the company's Canadian subsidiary. The appointment is effective immediately.

McGlaughlin has held senior level management positions with Amdahl Canada Ltd., Memorex Corporation and Storage Technology of Canada Limited. McGlaughlin also has sixteen years of marketing and sales experience with IBM Canada.

In his new position, McGlaughlin will be based at Ashton-Tate's Canadian headquarters located in Toronto and will report to Peter Boot, vice president of Ashton-Tate's International Division. His responsibilities will include directing the Canadian marketing activities, managing the sales and service operations as well as identifying and developing new business opportunities in the Canadian market.

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"Dave has the depth of experience and knowledge of customer needs that's required to expand our business in Canada," said Peter Boot, vice president International. "Under Dave's leadership, we expect the Canadian subsidiary to become one of the company's largest subsidiaries by 1991," Boot added.

According to Boot, expansion plans in Canada this year call for the addition of approximately 20 sales and service people, the opening of an office in Montreal and the introduction of French Canadian translations of Ashton-Tate products.

"I'm pleased to be a part of the one of the leading software companies in Canada," McGlaughlin said. "Ashton-Tate has excellent products which I look forward to presenting to the large Canadian corporations that I've provided service to for so many years. In this manner, we can assist our distributors and dealers in a very tangible manner," McGlaughlin added.

Headquartered in Torrance, California, Ashton-Tate develops and markets microcomputer business applications software for the DOS, OS/2 and Macintosh operating systems. The company offers products in five major categories: database management systems, word processing, integrated decision support software, spreadsheets and graphics. Ashton-Tate markets its products in more than 20 languages in over 50 countries. The company has subsidiaries in Canada, Europe, the Far East, Latin America and Australia.

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