

ASHTON·TATE



INFORMATION

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FOR IMMEDIATE RELEASE

ASHTON-TATE'S 'FRAMEWORK' TO  
ACCOMPANY COLLEGE TEXTBOOKS FROM MCGRAW-HILL

CULVER CITY, Calif., July 25, 1985 -- Ashton-Tate, a leading developer and marketer of microcomputer software, today announced that its multi-purpose business productivity package, Framework, will be sold this fall in conjunction with a number of popular college textbooks published by McGraw-Hill Book Company.

A special academic version of Framework, a student instruction booklet, data diskette, and keyboard templates will be provided with textbooks covering a wide range of business topics including accounting, data processing, management, money and banking. Using Framework, students will gain valuable training on personal computers while performing exercises from an instruction booklet designed specifically to complement the textbook and coursework.

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"Most college students now have access to personal computers but lack the necessary skills and training to use them productively," said Larry Benincasa, Ashton-Tate's vice president of new business development. "When software training is provided as an integral part of their courses, students will recognize personal computers as powerful tools for solving a variety of business problems."

Initially, Framework will be packaged this fall with two prestigious McGraw-Hill textbooks -- Computers Today, by Donald Sanders, the publisher's all-time best-selling first edition textbook, and Economics by Paul Samuelson.

"We selected Framework because it is easy to use and offers a wide range of functions applicable to a variety of college courses," said David W. Smith, general manager of McGraw-Hill's College Division. "The response from colleges and professors has been overwhelming and we hope to have Framework available with most of our major business textbooks next year."

According to Smith, Purdue University in Lafayette, Indiana, recently adopted the textbook/Framework package for its introduction to computing class, with an expected fall semester enrollment of 1,500 students.

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Framework is Ashton-Tate's critically-acclaimed, multi-function software tool for the IBM Personal Computer and other leading 16-bit computers. An award-winning product, Framework provides decision makers with full-function spreadsheet and word processing capabilities. In addition, the program includes database, graphics, communications and outlining capabilities.

The academic version of Framework has limited functional capacities and requires only 256K of Random Access Memory. Together, the Framework and data diskettes, instruction booklet and keyboard templates retail for \$19.95. The set will be available in college bookstores. When packaged with a textbook, the total cost varies with the price of the specific textbook.

Ashton-Tate's Publishing Group will provide the academic version of Framework to McGraw-Hill. With best-selling titles such as Everyman's Database Primer for dBASE III and Framework: An Introduction, the group plays an integral role in supporting the company's growing line of microcomputer software programs. Since its inception in 1983, the group also has published more than 35 high-quality, computer-related publications on diverse topics such as software, telecommunications, documentation, UNIX, Pascal and the general computer industry.

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In a move related to the Framework/college textbook announcement, McGraw-Hill and Ashton-Tate have formulated a major new distribution agreement. McGraw-Hill has begun distribution of Ashton-Tate's complete line of computer-related books and book/computer disk packages to wholesalers, national bookstore chains, colleges and libraries.

Ashton-Tate is one of the leading microcomputer software companies worldwide, and is one of only a few major software firms to offer best-selling products in two categories: Framework in the multi-function area and dBASE III in relational database management. For the fiscal year ended January 31, 1985, Ashton-Tate had revenues of \$82.3 million.

McGraw-Hill, headquartered in New York City, provides information through every medium including magazines, newsletters, newswires, books, computer software, film and television broadcasting. With 14,000 employees in 300 offices throughout the world, the company had revenues of \$1.4 billion in 1984.

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