



For further information
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FOR IMMEDIATE RELEASE:

MIS ANNOUNCES "THE FREQUENT BUYER PROGRAM"

July 25, 1987. New York, NY. Management Information Software, Inc. today announced to the press it's "**FREQUENT BUYER PROGRAM**". MIS and Ashton-Tate are working together closely to bring corporate accounts this innovative program to make their summer really sizzle. This is the first customer promotion of its kind, and MIS hopes to increase Ashton-Tate sales by 50% during this program.

MIS, working in conjunction with Ashton-Tate's marketing fund program, is offering its customers a fabulous trip to **New Orleans** in October, to see a special preview of a new and eagerly awaited Ashton-Tate desktop publishing product. Winners will leave New York City and fly to New Orleans on a Saturday morning to spend two fun filled days in the French Quarter. Their trip will include 2 hours of presentations from Ashton-Tate, 1 night at a hotel right on Bourbon Street and dinner on Saturday night. Customers may also win any number of wonderful prizes including Ashton-Tate hats, jackets, beach towels and other fun gifts.



It's very simple for the customer to win any number of fabulous prizes. For each Ashton-Tate product purchased, the customer receives 1 point towards their goal of 75 points for one trip to New Orleans, and an additional 15 points for a companion ticket.

75 units = 75 points = 1 trip to New Orleans
90 units = 90 points = 2 trips to New Orleans

MIS has already began this program with its customers, and has three accounts which have already reached their target for the trip to New Orleans. MIS is expecting 30 accounts to reach the target.

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RULES AND REGULATIONS

- 1) The Frequent Buyer Program promotion begins July 1, 1987 and ends September 30, 1987.
- 2) Each Ashton-Tate product listed below will count as 1 point when purchased through MIS, accumulated through September 30, 1987.

Qualifying Ashton-Tate Products

dBase III Plus (5 1/4" and combo pack)
dBase III Plus LANPack
Multimate 3.3
Multimate Advantage II (5 1/4" and combo pack)
Multimate Advantage LAN
RapidFile (5 1/4" and combo pack)
ChartMaster (5 1/4" and combo pack)
DiagramMaster (5 1/4" and combo pack)
SignMaster (5 1/4" and combo pack)
MapMaster (5 1/4" and combo pack)
Framework II (5 1/4" and combo pack)

- 3) Monthly prize winners will receive their prizes automatically. Winners of the trip to New Orleans will be informed 3 weeks prior to the trip. Winners will have 1 week to respond. Additional trips may be purchased for people who would like to attend but did not reach their benchmark.
- 4) Prizes will be awarded to the person who places orders with our Account Representative. The prizes may be transferred to another individual or individuals within the winning corporation, where necessary. A corporation may win any number of trips or prizes, as long as each individual reaches the necessary benchmark numbers.
- 5) Void where prohibited or restricted by law.
- 6) Winners will receive prizes as follows:

90 points = 2 trips to New Orleans to preview Ashton-Tate newest products
75 points = 1 trip to New Orleans
35 points = 1 Ashton-Tate jacket
25 points = 1 Ashton-Tate beach towel
20 points = 1 Ashton-Tate hat

All prizes are subject to availability with the exception of the trip to New Orleans.

*For further information, contact your account representative or
Beth Rosen, Promotion Coordinator, at (212) 645-4444.*

Good luck and happy purchasing! We look forward to seeing you in New Orleans.