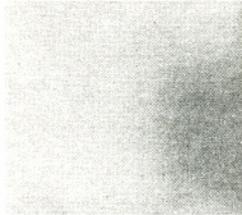


ASHTON·TATE



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FOR IMMEDIATE RELEASE

ASHTON-TATE PUBLISHING GROUP SIGNS
DISTRIBUTION AGREEMENT WITH MCGRAW-HILL

CULVER CITY, Calif., July 25, 1985 -- Ashton-Tate, a leading developer and marketer of microcomputer software, today announced it has signed an agreement with McGraw-Hill Book Company for distribution of Ashton-Tate's entire line of computer-related books and book/computer disk packages.

Under terms of the exclusive agreement, McGraw-Hill will distribute and sell Ashton-Tate's extensive line of books which are designed to help computer users better understand and use a variety of hardware and software products. Ashton-Tate will continue to market and sell its books through its dealers and distributors.

McGraw-Hill sales representatives will market the books through distribution channels including wholesalers, national bookstore chains, colleges and libraries. In addition, McGraw-Hill will implement an aggressive telemarketing campaign designed to reach non-traditional outlets such as computer retail chains and computer specialty stores.

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"McGraw-Hill is a first-class publisher with an excellent reputation for technical and reference publishing," said Larry Benincasa, Ashton-Tate vice president of new business development. "This strategic agreement will give our publications exposure in significant new markets."

In a related move, Ashton-Tate has agreed to sell Framework, its multi-function productivity product, in conjunction with a number of popular college textbooks published by McGraw-Hill. Starting this fall, a special academic version of Framework will be included with Computers Today by Donald Sanders, and Economics by Paul Samuelson. Using Framework, students will gain valuable personal computer training while performing exercises designed to complement their textbooks.

With best-selling titles such as Everyman's Database Primer for dBASE III and Framework: An Introduction, Ashton-Tate's Publishing 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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The group also publishes the Ashton-Tate Quarterly, a magazine offering software tips and applications ideas for users of Ashton-Tate products. It reaches more than 13,000 subscribers.

"There is a growing need for high-quality books about computer hardware and software," said John Toothill, group director of marketing for McGraw-Hill's Professional and General Group. "We believe Ashton-Tate's superior books can help meet the demands of this expanding market."

Ashton-Tate is among 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 has 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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