

ASHTON-TATE NEWS


ASHTON-TATE'S RAPIDFILE AND DELUXE BUSINESS FORMS TO BE PART OF A CO-PROMOTION PROGRAM

TORRANCE, Calif., August 3, 1988 -- Ashton-Tate Corporation (NASDAQ:TATE) and Deluxe Business Systems today announced a co-merchandising program for Ashton-Tate's RapidFile -- the company's easy-to-use database product -- and Deluxe continuous computer forms.

Under the promotion, called Deluxe Business Solutions for RapidFile, packages of RapidFile will contain a brochure and pre-formatted application templates for several Deluxe computer form products. The packages will enable RapidFile users to print on computer forms without any prior set-up.

"RapidFile is especially suited to continuous computer forms applications and this promotion emphasizes the product's superiority over competitive offerings," said Mike Arrigo, product manager for RapidFile. "The provision of pre-formatted templates and an 800 number to order forms will enable end-users to print checks and computer forms with minimum set-up time.

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This makes for a complete software and office supplies solution."

RapidFile was introduced in January 1987 and was recently upgraded to address the growing mailing list management segment. The product is a fast and easy-to-use database management program that was designed to manage lists, labels, reports and form letters. RapidFile has a suggested retail price of \$295.

In addition to end-user rebates, a direct mailing is planned to inform registered RapidFile users of the Deluxe Business Solutions for RapidFile promotion. Ashton-Tate also will place advertisements in Deluxe Business Systems' catalog enabling users to take advantage of the promotion. Interested customers can call 1-800-356-7552 to order any of Deluxe's continuous form products. (In Minnesota, call collect at 612-631-3711.) Deluxe provides three-day turnaround on personalized computer forms and guarantees satisfaction.

Ashton-Tate Corporation is one of the largest developers and marketers of business applications software and the major supplier of relational database management systems for microcomputers. The company markets microcomputer solutions in the following categories: database management, word processing, presentation graphics, spreadsheets, desktop publishing and integrated products.

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Deluxe Business Systems is a division of Deluxe Corporation (formerly Deluxe Check Printers, Inc.) located in St. Paul, Minn. Deluxe Business Systems produces a variety of continuous business forms and related products in strategically located production facilities throughout the United States.

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