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ASHTON-TATE NAMES FLOYD BRADLEY VICE PRESIDENT, EUROPE

TORRANCE, CA, August 5, 1987 -- Ashton-Tate Corporation (NASDAQ:TATE) today announced the appointment of Floyd Bradley as vice president, Europe.

Bradley, 36, has held international marketing and management positions with a number of computer software firms. He comes to Ashton-Tate directly from Lotus Development Corporation where, during the past two years, he served as European marketing director and managing director of Lotus Development (UK) Ltd.

Bradley will be based at Ashton-Tate's U.K. offices near London and will report to Luther J. Nussbaum, president and chief operating officer of Ashton-Tate. His responsibilities will include managing Ashton-Tate's marketing offices in the U.K., Germany, Italy, Spain and the Benelux countries; overseeing Ashton-Tate's relationship with its French distributor, La Commande Electronique; and developing business opportunities in

the Middle East.

"Floyd Bradley's international marketing and management credentials are unmatched in the microcomputer software industry," Nussbaum said. "His knowledge and expertise will play a crucial role in Ashton-Tate's continued growth in Europe."

Prior to his position at Lotus Development Corporation, Bradley was vice president, corporate business development and vice president, international, with OptionWare, Inc., a Connecticut-based vertical market software developer. Before that, he spent two years based outside London with Cullinet Software, Inc., as director of international marketing and director, European representatives.

Bradley also held a variety of positions at Computer Pictures Corp., including vice president, Europe, and managing director of the company's London subsidiary. He began his career as a management consultant with the Boston Consulting Group and Bain & Company, based in London. Bradley holds a bachelors degree in economics from Yale University and an M.B.A. from Harvard University.

"Joining Ashton-Tate gives me the opportunity to lead one of the largest and most successful European operations in the microcomputer software industry," Bradley said. "Using my knowledge of mainframe database management systems and microcomputer applications software, plus 11 years of experience in pan-European marketing and business strategy

development, I look forward to contributing to Ashton-Tate's continued growth in the international arena."

The world's third largest developer and marketer of microcomputer business applications software, Ashton-Tate reported revenues of \$60.2 million and net income of \$9.09 million for the first quarter ended April 30, 1987, increases of 46.2 percent and 77.5, respectively over the previous year.

International sales accounted for 28 percent of Ashton-Tate's net revenues for the fiscal year ended, January 31, 1987.

Based in Torrance, California, Ashton-Tate markets best-selling microcomputer business applications software in four categories: database management systems, with the industry standard dBASE III PLUS and RapidFile; business graphics, with the MASTER GRAPHICS Series; word processing, with MultiMate Advantage II; and integrated software, with Framework II. Ashton-Tate also markets a comprehensive line of service and support programs for individuals and corporations.

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