Contact:   Neil Cohen
           Bob Thomas & Associates, Inc.
           213/376-6978

           Scott Brown
           Ashton-Tate
           213/204-5570

**ASHTON·TATE**

**INFORMATION**

## ASHTON-TATE FOLLOWS SUCCESS PATH
## BY IMPROVING, ENHANCING PRODUCTS

CULVER CITY, Calif. -- Following the credo upon which it was founded, Ashton-Tate, has become the third largest independent publisher of microcomputer software and related products, by continuing to improve and enhance its products.

Ashton-Tate's products include the best-selling dBASE III and dBASE II database management systems (DBMS); dBASE II Multi-User; Framework, a multi-function productivity software package; Friday!, an easy-to-use file management system; dBASE/Answer, a micro-to-mainframe link for Ashton-Tate products; and RunTime, an encription program for software developers writing programs with dBASE II and dBASE III.

During the company's fourth quarter 1984, Ashton-Tate is announcing enhancements to its products and increased availability of dBASE III and Framework on the latest computer hardware. Advancements in Ashton-Tate products to be shown at Comdex/Fall '84 include the dBASE III version 1.1 for IBM AT, AT&T 6300 Personal Computer, TI family of products and Tandy Computers; Framework version 1.1, on the same machines; dBASE II 2.43; Multi-User dBASE II, for the TurboDOS system; as well as RunTime for dBASE III, and RunTime for dBASE II 2.43.

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"Our products are designed to put the user in control of his computer, increasing individual productivity at work and at home," said Edward M. Esber, president and chief operating officer of Ashton-Tate.

Founded in 1980 with $12,000 in capitalization, the company has grown rapidly, with revenues of $39.8 million for the fiscal year ending January 31, 1984.*  Ashton-Tate's initial success was triggered by dBASE II which first shipped in 1981. dBASE II quickly became the largest-selling relational database management system in the world with more than 300,000 units shipped to date.

dBASE II established dBASE as the industry standard for database management systems, running on more than 40 different types of computers and available in nine languages including French, German, Spanish and Japanese.  Today, dBASE II is still the top-selling DBMS in the world for 8-bit business microcomputers.

dBASE III has become the best-selling DBMS for 16-bit microcomputers.  With the introduction of Framework, in July 1984, Ashton-Tate became the first leading software company to successfully establish itself in two product categories:  data base management systems and integrated software.

THE ORGANIZATION

Ashton-Tate is comprised of three divisions:  the Software Products Group, International Sales and New Business Development.

SOFTWARE PRODUCTS GROUP

The Software Products Goup, headquartered in Culver City, Calif., has full responsibility for developing, marketing and supporting Ashton-Tate's current and future business software products in the United States and Canada.

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In 1983, Ashton-Tate's software research and development efforts were consolidated in an off-site facility located in Glendale, Calif. Employing some of the top computer scientists in the country, including Wayne Ratliff, author of dBASE II, the Development Center has been responsible for two additions to the Ashton-Tate family of products: dBASE II Multi-User and dBASE III.

### INTERNATIONAL SALES

The International Sales Division, focuses on expanding the company's worldwide operations, including marketing and supporting all Ashton-Tate products outside of the United States and Canada. The company entered into international markets in 1983, establishing subsidiaries in the United Kingdom, Germany and the Netherlands. International sales accounted for 17 percent of the total revenues for the fiscal year ending Jan. 31, 1984, making Ashton-Tate a leader in international software sales.

### NEW BUSINESS DEVELOPMENT DIVISION

The New Business Development Division, is responsible for indentifying and developing new areas of business. This division currently includes Inglewood-based Ashton-Tate Publications, established in January 1983, and Reston, Virginia-based Ashton-Tate Amazements, established in January 1984.

The Ashton-Tate publishing group has produced 15 titles on computers and related topics to date, including the best-selling Every Man's Database Primer, by Robert Byers, and Through the Micromaze, an introduction to microcomputers, by Wayne Creekmore. More than 15 additional titles are scheduled for publication by the end of January 1985.

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Ashton-Tate Amazements will publish educational/recreational software and book/software combinations. The first products from this division will be introduced in 1985.

## ASHTON-TATE PRODUCTS

dBASE II -- The best-selling relational database management system in the world for the 8-bit microcomputer. Available in nine languages, with more than 300,000 units shipped to date.

dBASE III -- dBASE III is a powerful relational database management system for the 16-bit microcomputer that is easy to learn and use.

dBASE III has features that make it the most advanced and powerful database software available for personal computers. It allows the user to store, manipulate and retrieve large volumes of data and includes a programming language for the development of vertical applications.

Framework -- Framework, is a new concept in multi-function productivity software, creating finished documents that can include graphs, outlines, text, spreadsheets and database information. Framework is capable of using files created with other programs including dBASE, Wordstar or Lotus 1-2-3 without retyping the data. Framework has a high-level programming language, Fred, that enables the user to develop specific or vertical applications.

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<u>dBASE II Multi-User</u> -- Ashton-Tate's product for the electronic office, dBASE II Multi-User, provides all the power of dBASE II, and allows simultaneous access to shared databases by several users.

<u>Friday!</u> -- Friday! is an easy-to-use, menu driven file management system.

<u>dBASE/Answer</u> -- Developed jointly with Informatics General Corporation, dBASE/Answer allows users to transfer (download) information from corporate mainframe databases to the individual's personal computer for analysis and manipulation with any of Ashton-Tate's family of products.

<u>dBASE II RunTime</u> -- dBASE II RunTime is a product designed for independent software developers to protect their dBASE program code and to market their dBASE II applications as stand-alone products. With more than 1,600 independent application programs already developed, RunTime has literally turned the development of programs written in the dBASE language into its own industry.

<u>dBASE III RunTime</u> -- dBASE III RunTime will allow independent software developers to protect their dBASE program code and to market their dBASE III applications as stand-alone products.

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* Pro Forma Net Revenues