

IMMEDIATE

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ASHTON-TATE APPOINTS DONALD F. DEMPSEY
VICE PRESIDENT AND GENERAL MANAGER, U.S. DIVISION

TORRANCE, CA, January 8, 1990 -- Ashton-Tate Corporation (NASDAQ:TATE) today announced the appointment of Donald F. Dempsey, 54, to the position of vice president and general manager, U.S. Division. He will join the company immediately, replacing former division head, Wes Richards.

Based at Ashton-Tate headquarters in Torrance, California, Dempsey will oversee the company's entire U.S. sales organization, including district offices and the channel sales, major accounts, corporate accounts, government, advanced products value added resellers (VARs) and original equipment manufacturers (OEMs) operations. He will report directly to Ed Esber, Ashton-Tate's chairman, president and chief executive officer.

Dempsey comes to Ashton-Tate after 20 years at Xerox Corporation where he served in numerous executive sales positions, including his most recent post as vice president OEM/VAR marketing and sales for Xerox's printer, scanner workstations and related publishing software businesses.

"We are delighted that Don is joining Ashton-Tate's senior management team," said Esber. "He brings to us a wealth of

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senior level sales management experience in the high technology business. We expect him to make an immediate positive impact on our U.S. Division."

Prior to his current position at Xerox, Dempsey served as vice president, OEM marketing and sales for the Diablo Daisywheel and Xerox Laser printer organizations; manager of OEM and international business for the Printing Systems Division; and national sales manager for the Printing Systems Division. He began his career with IBM Corporation, serving in a number of positions, including national account manager and product manager.

"I am very excited about joining Ashton-Tate," Dempsey said. "The company has tremendous opportunities in the coming year and I look forward to taking a leadership role in helping Ashton-Tate achieve its goals in 1990."

Headquartered in Torrance, California, Ashton-Tate markets microcomputer business applications software for the DOS, OS/2 and Macintosh operating systems. The company offers products in five major categories: database management systems, word processing, integrated decision support software, spreadsheets and graphics. Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations and government agencies.

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