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FRAMEWORK IS "LE PREMIER" IN FRANCE

CULVER CITY, California - February 11, 1985 -- Framework, Ashton-Tate's best-selling integrated software product is "la creme de la creme" in France. The innovative new software package was named "Software of the Year" by Decision Informatique, a top French computer magazine.

Bernard Sauteur, editor-in-chief of Decision Informatique, said Framework was named "Software of the Year" largely for the package's multi-function capabilities and ease of use. Said Sauteur, "Its ease of use is remarkable for such a multi-function program. Framework retains its simplicity without sacrificing any of its capabilities."

The program contains a full-featured word processor, a powerful spreadsheet, business graphics, data management, telecommunications and a unique outline generator.

"The sophisticated yet simple outline generator is the feature that the French appreciate the most," says Hugues LeBlanc, president of La Commande Electronique (LCE), Ashton-Tate's distributor in France. "The outline mode," adds LeBlanc, "is the feature which allows the user to maximize his benefit from the rest of the product."

(more)

LeBlanc says Framework is doing extremely well with French businessmen and corporations. "Each of Framework's modules is superior or equal to existing stand-alone products," LeBlanc said. "Combine that with the advantage of Framework's common command structure for easier learning and a price that is well below stand-alone products, and you have a package that appeals to the economy-minded French businessman."

Ron Posner, Ashton-Tate's vice president, International says Framework's compatibility with Ashton-Tate's popular dBASE II and dBASE III database managment systems is another factor that is contributing to Framework's success. "These programs working together are able to fill most of a company's microcomputer software needs, thus reducing the resources devoted to training staff and implementing a new system," said Posner. "Users also feel secure about transferring files between the two systems."

dBASE II is the largest-selling microcomputer database management system in the world with more than 350,000 copies shipped, and since its introduction, dBASE III has become the best-selling database management system in the world.

The success of dBASE II and dBASE III is an important key to Framework's popularity in the European marketplace. Says David Patrick, international sales and marketing director for Ashton-Tate, "Our early entry and success in the international marketplace has earned the trust and respect of European consumers. With each new product that we introduce, we strengthen our base of consumer support."

Patrick says Framework, which will be published in six languages by the end of the first quarter, looks even more promising for next year. "The outlook for this year is excellent," says-Patrick. "In 1985 we want to be not 'Le Premier,' but also 'Numero Uno,' 'Das Beste' and 'Ichiban.'"

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