

Contact: Connie Guglielmo
Ashton-Tate
Publishing Group
(213) 204-5570

ASHTON-TATE PUBLISHING GROUP
UNRAVELS MYSTERIES FOR USERS

CULVER CITY, Calif. -- February 25, 1985 -- Helping sophisticated or novice users understand computers and the computer world is the primary goal of the Ashton-Tate Publishing Group. Not yet two years old, the group, which publishes computer-related books and periodicals, has already made a significant mark in the computer publications market. In 1983, the group's first year, only four books were published. Today there are more than 30 titles on retail shelves.

"Our books are designed to put useful information in the hands of novice and experienced end-users," said Edward M. Esber, Jr., president and chief executive officer for Ashton-Tate, one of the leading publishers of microcomputer software. "With our wide variety of books, it will be easy for the reader to find information to help him choose the system that best suits his needs, or to take full advantage of the system he already has."

Everyman's Database Primer, Ashton-Tate Publishing Group's first book, rapidly became a best-seller and remains the most widely read book on the dBASE II database management system and general database management concepts. The group also publishes books on Framework, Ashton-Tate's multi-function productivity software system; Pascal; BASIC; and the IBM PC.

(more)

"The publishing group," says Jane Mellin, director of publications, "produces materials to support Ashton-Tate products, but it also publishes materials that cover a very broad range of computer topics and are useful for understanding and using a variety of different systems."

Recent titles include:

The Advanced Programmer's Guide featuring dBASE III and dBASE II. Compiled from users questions that have been received by Ashton-Tate's software support center since 1981, the authors have assembled their combined knowledge, abilities, and experiences with dBASE into a well-documented manual.

Framework: On-the-Job-Applications. A collection of simple, practical, time-saving business applications that utilize the power of Framework. The book is targeted for business professionals who don't have time to develop their own programs.

Get Connected: A Guide to Telecommunications. A comprehensive guide to this new technology. Authors Tom Kieffer and Terry Hansen provide an overview of telecommunication applications, as well as specific information about the availability and features of on-line information services.

The Ashton-Tate Publishing Group, based in Inglewood, California distributes its publications through computer retail channels as well as through traditional retail book outlets.

#