

News



For release: **IMMEDIATE**

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ASHTON-TATE NAMES INFO-SOFT MASTER DISTRIBUTOR IN VENEZUELA

TORRANCE, Calif., February 27, 1986 -- Ashton-Tate, the second largest provider of microcomputer business applications software worldwide, today announced that Info-Soft, Inc. will market Ashton-Tate products in Venezuela.

Under the agreement between Ashton-Tate and Info-Soft, Inc., dBASE III PLUS, Framework II, and the Spanish versions of dBASE III and Framework will be marketed, sold, distributed and supported in Venezuela by Info-Soft through its Caracas-based affiliate, Distribuidora Paramos, C.A.

The affiliate, headed by President Johnny Ramos, is comprised of software specialists, sales representatives and marketing personnel, who will support the Ashton-Tate product line by providing technical hot lines, training programs and advertising and sales promotions.

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"Ashton-Tate recognizes the major importance of international market penetration," said Ronald S. Posner, executive vice president, sales and international for Ashton-Tate. "With the expertise of Info-Soft, we can provide our customers in Venezuela with the same high-quality service that made Ashton-Tate a leader in the microcomputer software industry."

A key element in Ashton-Tate's successful international market is its establishment of master distributors such as Info-Soft. Master distributors are responsible for everything from the production of software and documentation and the organization of sub-distribution and dealer networks, to the arrangement of service and support. Through master distributors, Ashton-Tate offers international users the same high-quality, localized service and support that it provides domestically.

Info-Soft, based in Miami, Florida, was formed in 1984 to market and sell software in the Spanish speaking regions, including Latin America and Spain. In addition to Caracas, Venezuela, the company has an affiliate in Madrid. Each office pursues its own marketing strategies to best service the needs of each location.

One of the fastest growing companies in the personal computer industry, Ashton-Tate reported revenues of \$80 million and net income of \$10.6 million for the first nine months of

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fiscal 1986, ended October 31, 1985, an increase of 45 percent and 221 percent, respectively, from the same period of the previous year.

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dBASE III PLUS, dBASE III and Framework are registered trademarks of Ashton-Tate and Framework II is a trademark of Ashton-Tate.