

ASHTON-TATE NEWS

ASHTON-TATE ANNOUNCES "THANK YOU" PROMOTION TO INCREASE DEALER SALES VOLUME

TORRANCE, Calif., March 5, 1987 -- Ashton-Tate Corporation today announced the "Thank You" promotion for its customers, designed to encourage sales of the company's products and increase floor traffic and sales volume for dealers.

Ashton-Tate will award gifts valued at up to \$50 to existing customers whose recommendations result in the purchase of an Ashton-Tate product. The new customer is also eligible for a free gift. All purchases must be made between February 1 and March 31, 1987.

"We find that a good percentage of our sales are generated by referrals from satisfied customers," said Lydia J. Dobyms, Ashton-Tate's vice president, marketing. "By providing our customers with an added incentive to recommend Ashton-Tate products, we plan to increase pull-through at the retail level in support of our authorized dealers," Dobyms said.

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(more)

The promotion works as follows: All U.S. registered users of dBASE III PLUS, Framework II, MultiMate and the MASTER-GRAPHICS Series (CHART-MASTER, DIAGRAM-MASTER, MAP-MASTER and SIGN-MASTER) recently received a mailing. Included in the mailing were three gift vouchers on which registered users indicate their choice of gift and then pass along to three associates with the recommendation to purchase an Ashton-Tate product.

Gifts include an Ashton-Tate teak disk holder (\$50 value), a CompuServe subscription kit (\$40 value) and an Ashton-Tate duffle bag (\$16 value).

If associates purchase an Ashton-Tate product, they also can select a gift on the same voucher. Next, they mail the voucher to Ashton-Tate along with their proof-of-purchase receipt dated between February 1 and March 31, 1987.

Ashton-Tate reported revenues of \$210.8 million and net income of \$30.1 million for fiscal 1987, ended January 31, 1987, increases of 73.4 percent and 81.3 percent, respectively, from fiscal 1986.

The third-largest independent developer of microcomputer software, Ashton-Tate markets leading products in four major categories: in database management systems, with industry-standard dBASE III PLUS and RapidFile; in word processing, with the MultiMate product line; in graphics, with the MASTER-GRAPHICS Series; and in integrated software, with Framework II.

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