

IMMEDIATE

Jeanne Jalan
Ashton-Tate
(213) 538-7783

David Burwick
Miller Communications
(213) 822-4669

ASHTON-TATE TO HOST "SOLUTIONS SHOWCASE,"
A VERTICAL MARKET SOLUTIONS FORUM FOR BUSINESS CONSUMERS

TORRANCE, Calif., March 9, 1987 -- Ashton-Tate Corporation today announced it will sponsor a software Solutions Showcase, a series of seminars for business customers that displays customized applications created with Ashton-Tate's dBASE III PLUS, Framework II and MultiMate products.

The Solutions Showcase, scheduled for March 30-31 at the Biltmore Hotel in Los Angeles, will feature approximately 24 seminar speakers who will discuss applications they have developed in eight different market segments using Ashton-Tate products.

"The Solutions Showcase is designed to provide business customers in varied market segments an opportunity to learn the many ways similar businesses are using our products to solve their problems," said Lydia J. Dobyms, Ashton-Tate's vice president of marketing.

The markets addressed at the first-ever Solutions Showcase are personnel/human resources, sales/marketing, legal, real estate/property management, insurance, advertising/public relations, accounting and church management.

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In addition to the seminars, approximately 25 Value-Added Remarketers (VARs) will exhibit custom software applications targeted at the eight market segments.

There is a nominal registration fee of \$40 in advance and \$50 at the door to attend the seminar. There is no charge to attend the VAR exhibits. Individuals interested in attending the Solutions Showcase can register with Ashton-Tate at 1-800-437-4329, ext. 251. At the Showcase, Ashton-Tate will sponsor a drawing for a complete computer system, including a Compaq Portable II, an Epson printer and selected Ashton-Tate software.

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 and 81.3 percent, respectively, from fiscal 1986.

The third-largest 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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