Background

ASHTON·TATE

CORPORATE FACT SHEET

COMPANY BACKGROUND

Founded   August 1980

Headquarters   20101 Hamilton Avenue
                   Torrance, California   90502
                   (213) 329-8000

Description   A leading developer and marketer of
                   microcomputer business productivity
                   software. The company's products
                   include dBASE III PLUS, a complete
                   relational database management system
                   (DBMS) for the IBM PC and compatibles
                   that includes built-in multi-user
                   capability for local area networking as
                   well as single-user capability; dBASE
                   Mac, a DBMS product for the Macintosh
                   that provides full functionality without
                   programming and relational capabilities;
                   Framework II, an advanced, integrated
                   package offering full featured word
                   processing and spreadsheet, and dBASE
                   II, the all-time best-selling
                   microcomputer relational database
                   management system for 8-bit
                   microcomputers. For the first quarter
                   of fiscal 1987, ended April 30, 1986
                   the company had revenues of $41.2
                   million and net income of $5.1
                   million.

                   In December 1985 the company acquired
                   MultiMate International Corp., producer
                   of several word processing packages,
                   including the best-selling MultiMate
                   Professional Word Processor 3.3 Series.

In August 1986, Ashton-Tate signed a letter of intent to acquire Decision Resources, Inc., developer and marketer of the MASTER GRAPHICS Series, best-selling business graphics products.

PRODUCTS

dBASE III PLUS

The successor to dBASE III, the industry-standard DBMS for 16-bit microcomputers, dBASE III PLUS is the most complete relational database management system for IBM Personal Computers and fully compatible microcomputers. dBASE III PLUS provides depth, power, ease-of-use, and multi-user and single-user capability.

dBASE III PLUS features a Framework-like, pull-down menu interface, making the product's power readily accessible to beginning users. Advanced functions such as the Screen Painter, Advanced Query System, View (full relational capability), and the Applications Generator can be used without the need to learn a programming language. For experienced users, dBASE III PLUS includes more than 50 enhancements to the dBASE programming language, incorporating the features and benefits of the dBASE Developer's Release, including Runtime+. Each dBASE III PLUS package has built-in multi-user capability for local area networks, as well as single-user capability for LAN or stand-alone PC operation. All data and programs written in dBASE III are compatible. In addition to file locking capability, dBASE III PLUS features record locking, eight levels of password protection and high-speed data encryption/decryption to provide true multi-user simultaneous access to files.

(more)

dBASE III PLUS LAN PACK

It allows up to three users to access and share dBASE III PLUS on a local area network. It includes three dBASE III PLUS access programs and three full sets of documentation.

dBASE Mac

The first DBMS for Macintosh users that is easy to learn and use and has the power and flexibility required to accomplish a wide variety of data management tasks without the need for programming.

dBASE Mac extends the Macintosh's intuitive user interface and offers full implementation of the mouse and window structures to simplify data management tasks. An advanced programming language provides applications developers with a powerful development tool.

Framework II

An integrated package that is the successor to the company's acclaimed Framework product, Framework II combines a faster, larger and more powerful spreadsheet with an advanced word processor that includes an 80,000-word spelling checker, page breaks, and built-in mailmerge.

The two primary applications of word processing and spreadsheets are supported by fully-integrated telecommunications, graphics, database and outlining functions, in addition to an expanded programming language.

dBASE II

The first successful full-function relational database management system for storing, retrieving, editing and manipulating information on microcomputers, dBASE II quickly established itself as the standard for 8-bit computers.

A second dBASE II product is RunTime, a core version of dBASE II that provides developers with all the features necessary to market their dBASE applications as stand-alone products.

MULTIMATE LINE   The MultiMate product line features the
                       two best-selling word processing
                       packages in corporate America --
                       MultiMate Advantage and the MultiMate
                       Professional Word Processor 3.3 Series.
                       The line also includes the On-File and
                       GraphLink utility packages, and two
                       hardware products; the MultiMate
                       Business Advantage keyboard and
                       communications board. The LAN family of
                       products for Advantage allows it to
                       operate on key local area networks --
                       including the IBM PC Network, and Novell
                       Advanced Netware/86 and Novell
                       Netware/86. Its universal version
                       supports most other networks.

PUBLISHING   Ashton-Tate's Publishing Group is the
                       largest such unit among all micro
                       software vendors. Established in 1983,
                       it develops and markets books, book/disk
                       packages and software add-ins that help
                       computer users better understand and use
                       hardware and software products. Since
                       its inception, the group has released
                       more than 40 publications, including
                       Everyman's Database Primer for dBASE III
                       PLUS and Framework II: An Introduction.
                       The group also publishes "The
                       Ashton-Tate Quarterly," a quarterly
                       magazine.

MARKETING   Ashton-Tate has the most extensive
                       marketing and distribution network in
                       the microcomputer software industry.
                       The company markets and distributes its
                       software products and related books and
                       periodicals worldwide primarily through
                       dealers, distributors, hardware and
                       software OEMs, value-added resellers
                       (VARs), and its own sales force, which
                       generates leads for dealers.

INTERNATIONAL   The company has a sophisticated
                       international distribution network,
                       ranging from subsidiaries in West
                       Germany, Italy, the Netherlands, Spain,
                       the United Kingdom and Australia to
                       agreements with distributors in several
                       countries, including New Zealand, Hong
                       Kong and Mexico.

The company serves the Japanese market
through Nippon Ashton-Tate, a company
formed under a joint venture agreement
with Japan Systems Engineering (JSE) of
Tokyo. Ashton-Tate also works jointly
with major European hardware
manufacturers, such as Olivetti, Siemens
AG and IBM, to distribute its products.

Ashton-Tate has an exclusive marketing
and distribution agreement with Javelin
Software Corporation under which
Javelin, a business analysis and
reporting software package for the IBM
PC and compatibles, is distributed
outside the U.S. and Canada.

MANAGEMENT TEAM

Edward M. Esber Jr.	chairman, president, chief executive officer
Roy E. Folk	executive vice president and general manager, Software Products Division
Ronald S. Posner	executive vice president and general manager, Systems Services and Information Division and acting vice president, international
Norman H. Block	executive vice president, finance and administration
E. Charles Ellison	vice president, sales
Harvey Jeane	vice president, research and development
Robert Carr	chief scientist
Robert D. Gafford	vice president, documentation and communications
Lawrence Benincasa	vice president, publications
David H. Russian	vice president, corporate controller
Paula Cowan	vice president, human resources