ASHTON-TATE CORPORATION
FACT SHEET

COMPANY BACKGROUND

Founded   August 1980

Headquarters   20101 Hamilton Avenue
                           Torrance, California 90502-1319
                           (213) 329-8000

Description

One of the largest software and service companies in the world, Ashton-Tate Corporation (NASDAQ: TATE) develops and markets microcomputer software products in five major applications categories.

The company is the premier marketer of database management systems (DBMS) for microcomputers, with the industry-standard dBASE III PLUS and the file manager RapidFile for the IBM Personal Computer and compatibles, and dBASE Mac for Apple's Macintosh computer. The company also markets best-selling word processing (MultiMate Advantage II), business graphics (the MASTER GRAPHICS Series), and integrated software (Framework II) products. Ashton-Tate will enter a fifth applications category, desktop publishing, with the release of Byline in the third quarter of 1987.

Additionally, Ashton-Tate markets a comprehensive line of service and support programs for individuals, corporations, and government agencies.

PRODUCTS

dBASE III PLUS

dBASE III PLUS is the most complete relational database management system for the IBM Personal Computer and compatible systems. dBASE III PLUS provides depth, power, ease-of-use, and multi-user and single-user capability. dBASE III PLUS features a pull-down menu interface, making the product's power readily accessible to beginning users.

Advanced functions 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 III Developer's Release, including Runtime+.

Each stand-alone 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 operation. All data and programs written in dBASE III are compatible. The suggested retail price for 5 1/4-inch disks is $695. The "Premium Pack" includes both 5 1/4-inch and 3 1/2-inch disks for $725.

dBASE III PLUS LAN Pack

It allows up to five users to share dBASE III PLUS on a local area network. The suggested retail price is $995.

dBASE II

The first successful full-function relational database for storing, retrieving, editing and manipulating information on microcomputers, dBASE II quickly established itself as the standard for 8-bit computers. The suggested retail price is $495.

A second dBASE II product is RunTime, an execute-only version of dBASE II meant for developers to distribute with their application programs. dBASE II royalty label price is $50.

dBASE Mac

The first DBMS for users of the Macintosh computer that is easy to learn and has the power and flexibility required to accomplish a wide variety of data management tasks without programming. dBASE Mac extends the Macintosh's graphic 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 programming tool. dBASE Mac has a suggested retail price of $495.

FRAMEWORK II

An integrated package, Framework II combines a 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 (FRED). The suggested retail price for 5 1/4-inch disks is $695. The "Premium Pack" includes both 5 1/4-inch and 3 1/2-inch disks for $725.

MASTER GRAPHICS

The MASTER GRAPHICS Series was designed to enable business users to communicate more effectively. The series includes: CHART-MASTER, which creates bar, area, pie and line charts; SIGN-MASTER, used for word charts, tables and signs; DIAGRAM-MASTER, which creates organization and Gantt charts and custom diagrams; and MAP-MASTER, the first data-driven mapping software to provide presentation-quality output.

The suggested retail price for CHART-MASTER is $375 for 5 1/4-inch formatted disks and $395 for the "Premium Pack". DIAGRAM-MASTER is $345 for 5 1/4-inch and $365 for the "Premium Pack". MAP-MASTER is $395 for 5 1/4-inch and $415 for the "Premium Pack". SIGN-MASTER is $245 for 5 1/4-inch and $265 for the "Premium Pack".

MASTER GRAPHICS Presentation Pack

The MASTER GRAPHICS Presentation Pack($595) includes CHART-MASTER, SIGN-MASTER and DIAGRAM-MASTER in one package, available in either 3 1/2 or 5 1/4-inch formatted disk versions.

MULTIMATE ADVANTAGE II

MultiMate Advantage II, Ashton-Tate's flagship word processing product, provides power, flexibility and ease of use to meet the needs of the new generation of users.

Major new features include the option of document or page orientation; an optional, pull-down menu interface like those found in dBASE III PLUS, Framework II and RapidFile; a merge with dBASE that makes MultiMate Advantage II the most logical word processing companion for dBASE users, an extensive undo/delete feature, faster processing, sorting within a document, single-key execution, a preview option to see how documents will print, a 'hot start' menu bypass, six-function math, and FFT-DCA and WordStar conversion features. The product also features an integrated and enhanced MultiMate On-File mail list manager. The suggested retail price is $565 for 5 1/4-inch disks and $595 for the "Premium Pack".

RAPIDFILE

A versatile, fast and easy-to-use file manager for users of the IBM Personal Computer and compatibles, RapidFile directly uses dBASE III PLUS files, providing transparent access to dBASE data and a growth path to more sophisticated database applications. RapidFile offers users the choice of two familiar interfaces: dBASE III PLUS pull-down menus or a Lotus 1-2-3-like horizontal menu structure. The suggested retail price is $395 for 5 1/4-inch disks and $420 for the "Premium Pack".

BYLINE

Byline is an IBM PC desktop publishing software product that enables business professionals with no special knowledge of graphic arts or typography to quickly and easily enhance the quality of printed output. It includes a unique dBASE merge feature that enables users to import dBASE III PLUS files into pre-styled forms. It also directly imports and exports files created by popular word processors including MultiMate, WordPerfect and WordStar, and imports files from Lotus 1-2-3, Symphony (worksheets and graphs) and four paint programs. Byline does not require the purchase of additional hardware or software. The suggested retail price is $295.

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SUPPORT AND SERVICES PROGRAM

Ashton-Tate's support and service program provides a variety of software support plans for corporations, government agencies and individual users. As part of the program, the company removed copy protection from its products for all domestic customers.

Custom Support Plan

The Custom Support Plan offers users four levels of support: Basic, Extended I and II, and Professional. Basic Support is available to all purchasers of Ashton-Tate products and provides 90 days of free technical telephone support. The other three levels of support offer a fixed number of telephone calls plus additional support, such as discounts on Ashton-Tate books and publications, a utility disk, a remote debugging service and an Express Support Queue. The program prices are: Extended I, $50 per year per product; Extended II, $80 per year per product; Professional, $150 per year for the first product, $100 per year for additional products.

Executive Support and Services Program

The Executive Support and Services Program is designed to meet the software, support and service needs of Ashton-Tate's corporate and government customers. It provides three alternative support plans: two "bundled" programs offering pre-set support menus, and an "unbundled" program that allows users to select the elements of their support programs from a menu of options.

The bundled programs are priced at $3,000 and $995 annually, and provide a number of features, including a dedicated technical representative, a toll-free number for technical support, and the opportunity to preview new products.

PUBLISHING

Ashton-Tate's Publishing Group is one of the largest such units among microcomputer software vendors. Established in 1983, it develops and markets books, book/disk packages, training courseware, 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 50 products, including the best-selling books Everyman's Database Primer for dBASE III PLUS and Framework II : An Introduction. The group also publishes "The Ashton-Tate Quarterly," a quarterly magazine for business and professional users of dBASE and Framework II.

MARKETING

Ashton-Tate has an extensive marketing and distribution network. 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 network of distribution, ranging from subsidiaries in West Germany, the Netherlands, Spain, Italy, the United Kingdom, Hong Kong and Australia, to agreements with distributors in several countries, including Mexico, France, and New Zealand.

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. It 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, chief executive officer
Luther J. Nussbaum	president, chief operating officer
George L. Farinsky	executive vice president, chief financial officer
Roy E. Folk	executive vice president, Software Products Division
Lawrence Benincasa	vice president, publications
Floyd Bradley	vice president, Europe
Joseph F. Brilando	vice president, business development
Paula Cowan	vice president, human resources
Richard DiGiovanni	vice president, management information systems; acting general manager, Support, Service and Information group
Lydia J. Dobyns	vice president, marketing
E. Charles Ellison	vice president, sales
Harvey Jeane	vice president, product research
Barry Obrand	vice president, field sales
David H. Russian	vice president, corporate controller
Frank T. Winiarski	vice president, operations

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