News



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> NEW PRODUCTS FROM ASHTON-TATE PUBLISHING GROUP SUPPORT FRAMEWORK II

CULVER CITY, Calif., Sept. 10, 1985 -- Ashton-Tate today announced the Decision Maker's Series for Framework II, three add-on software packages designed specifically to enhance the capabilities of the company's new integrated software package.

The programs in the Decision Maker's Series, which have been developed through the company's Publishing Group, take advantage of Framework II's wide range of functions to help users analyze projects, manage finances and make business decisions.

Framework II, introduced today, provides professionals with the powerful combination of a stand-alone spreadsheet and word processor, enabling users to organize concepts and develop finished documents, complete with words, numbers and graphs.

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Ashton-Tate Decision Maker's Series

"The Decision Maker's Series is a significant element of the Publishing Group's planned support for Framework II," said Jane Mellin, Ashton-Tate's director of publications. "These add-on packages will allow managers and professionals to realize the full potential of Framework II as a powerful business tool."

Ashton-Tate also announced that its Publishing Group will be revising several publications to support Framework II. <u>Framework</u> <u>II: An Introduction</u> will be available immediately. Other books such as <u>Framework II for Writers</u> and <u>Framework II: A Developer's</u> <u>Handbook</u> also will be available.

The first two packages in the Decision Maker's Series --Project Analysis and Decision Modeling -- will be available in November.

Project Analysis helps project directors and managers define, organize and plan each step of a new project. The program's Skills Bank, a listing of personnel and their special skills, enables users to determine which individuals will be required for the project. The program's Resources Bank compiles available resources such as miles per gallon and tons so materials can be accurately allocated. Results are displayed through a variety of graphs and reports.

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Ashton-Tate Decision Maker's Series

Decision Modeling enables managers to organize and analyze the information needed to make decisions. Users can identify choices, determine the costs and benefits, and rank the alternatives accordingly. The program analyzes and outlines the information using its reporting and graphics capabilities to provide either a recommendation of several acceptable alternatives or an accountability report describing how a particular decision was reached.

Future packages in the series will be available later this year. Each package in the series will be sold at the suggested retail price of \$69.95.

With best-selling titles such as <u>Everyman's Database Primer</u> <u>for dBASE III</u> and <u>Framework: A Programmer's Reference</u>, Ashton-Tate's Publishing Group plays an integral role in supporting the company's growing line of microcomputer software programs.

Ashton-Tate's Publishing Group markets its extensive line of books, book/disk packages and software to computer retail outlets as well as traditional book distribution services through an exclusive distribution agreement with McGraw-Hill Book Company. The Decision Maker's Series for Framework II will be sold through all Ashton-Tate sales channels.

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Ashton-Tate Decision Maker's Series

Ashton-Tate is one of the leading microcomputer software companies worldwide. The company recently signed a letter of intent to acquire Multimate International Corporation, producer of the best-selling word processing package, MultiMate Professional Word Processor. Upon completion of the acquisition, Ashton-Tate will be the only independent microcomputer software publisher with leading products in three significant market segments -- word processing, database management systems and integrated software.

One of the fastest growing companies in the personal computer industry, Ashton-Tate had revenues of \$82.3 million for the fiscal year ended January 31, 1985, a substantial increase from the previous year. For the first quarter of fiscal year 1986, ended April 30, 1985, the company had net revenues of \$24 million and net income of \$2.35 million.

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