

ASHTON-TATE

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TM  
INFORMATION

FOR IMMEDIATE RELEASE

ASHTON-TATE NAMES

DANCER FITZGERALD SAMPLE, INC.

NEW ADVERTISING AGENCY

CULVER CITY, Calif -- Leading software publisher Ashton-Tate today (Oct. 1) named Los Angeles-based Dancer Fitzgerald Sample, Inc. Southern California Division (DFS) to handle its national advertising after a month-long agency review.

DFS was selected over incumbent Abert, Newhoff & Burr, Inc. of Los Angeles and Doyle Dane Bernbach, Inc. of Los Angeles.

Both Abert and DFS had been handling different parts of the Ashton-Tate account. DFS had been handling the advertising for Ashton-Tate's new multi-function productivity package Framework, including the company's debut on national television, the first in the microcomputer software industry. Abert had coordinated campaigns for the company's line of database management software including dBASE II and dBASE III.

"Our goal was to consolidate our advertising message," said Maralee Sanserino, Ashton-Tate's director of advertising. "DFS presented the best solution in bringing all of our products together under one theme."

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Sanserino said the new campaign will be introduced at Fall Comdex, the computer industry trade show, in Las Vegas, in mid-November.

"We're delighted to be on Ashton-Tate's team. We like working with winners and Ashton-Tate is definitely a winner," said Nelson "Skip" Riddle, newly appointed president of DFS's Southern California Division. "We are most impressed with Ashton-Tate's product resources, management team and the company's commitment to being a leader, especially in satisfying customer needs."

In commenting on the selection process, Sanserino said DFS impressed Ashton-Tate with its research, knowledge of the computer industry, a strong creative theme and its overall corporate resources.

"They really went to work and put together an impressive presentation that really understood our needs," Sanserino said.

Members of the account team include Skip Riddle; Diane Tanaka, account supervisor; Bill Hamilton, creative director; Lois Miller, media director and Viktor Rubenfeld, associate research director.

Ashton-Tate is a leading publisher of microcomputer software and related books. Its software products include dBASE II and dBASE III database management systems and Framework, a new multi-function productivity package.

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