

ASHTON-TATE NEWS

U.C.L.A. PROFESSOR WINS FRAMEWORK II APPLICATIONS CONTEST, RECEIVES ASHTON-TATE ACHIEVEMENT AWARD

TORRANCE, Calif., October 28, 1987 -- U.C.L.A. Professor Lee G. Cooper has been named grand prize winner of the Framework II Applications Contest for his development of a model that simulates real-world retail marketing decisions. Ashton-Tate and PC Magazine co-sponsored the contest to recognize outstanding applications development with Framework II, Ashton-Tate's multifunction software product.

Cooper developed the application for use in his marketing courses at the University of California at Los Angeles' John E. Anderson Graduate School of Management.

He will receive the Ashton-Tate Achievement Award plus \$1,000 cash at a reception November 3 at the COMDEX Fall '87 trade show in Las Vegas. His application will be on display at the PC Magazine booth 1330, November 3 and 4, as part of Ziff-Davis Publishing's exhibit.

First, second and third prize winners, respectively, are Robert Council, partner of Real Plus, Fairfield, Ca.; Ron Motis, computer aided instruction specialist at Tektronix, Beaverton, Ore.; and Douglas J. Eng, president of Intellicon, Inc.,

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Jacksonville, Fla. All winners will receive the Ashton-Tate Achievement Award -- a trophy of original design -- and three Ashton-Tate software packages of their choice.

Cooper's application is called CASPER, Competitive Analysis System for Product Performance and Promotional Effectiveness Research. It is a teaching tool, retail market model and game designed as a decision-support aid for manufacturers and retailers of frequently purchased branded goods, such as food products.

PC Magazine's editors and personnel from the magazine's laboratories judged the entries on the degree of automation, breadth of scope, success in solving a problem as defined, originality, use of multiple Framework capabilities, error handling, ease of learning and use, and consistency with Framework II conventions.

"We found Professor Cooper's application truly innovative," said PC Magazine editor-in-chief and publisher Bill Machrone. "It takes excellent advantage of Framework II's database, graphics and spreadsheet capabilities. For example, over 400 graphic frames illustrate the market dynamics of a product. It also provides separate documentation for students, teachers and retailing professionals."

Robert Council's Real Plus uses all of Framework II's elements (word processing, spreadsheets, graphics, frames, communications, and the FRED programming language) to provide real estate sales people with a complete sales development tool.

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Ron Motis' Tektronics Bid System uses Framework II's advanced math functions and word processing capabilities to help users generate proposals and bids on complex technical products and services.

Douglas J. Eng's Westinghouse Furniture System is designed to manage sales transactions, inventory, and ordering operations for retail outlets that are Westinghouse customers. The system also accepts catalogs from other furniture manufacturers and wholesalers.

Ashton-Tate, one of the largest developers and marketers of microcomputer business applications software, reported revenues of \$63.6 million and net income of \$10.1 million for the second quarter ended July 31, 1987; increases of 29.8 percent and 55.4 percent, respectively, from the previous year.

Based in Torrance, Calif., Ashton-Tate markets best-selling microcomputer business applications software in five major categories: database management systems, with industry-standard dBASE III PLUS, dBASE Mac and RapidFile; business graphics, with the MASTER GRAPHICS Series; word processing, with MultiMate Advantage II; integrated software, with Framework II; and desktop publishing, with Byline. Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations and government agencies.

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