News

For release: **IMMEDIATE**

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FRAMEWORK WINS SOFTWARE PRODUCT AWARDS IN GERMANY AND HOLLAND

TORRANCE, Calif., Dec. 12, 1985 -- Ashton-Tate today announced that Framework, its critically-acclaimed integrated software program, was named commercial Software Product of the Year in Germany and received the Dutch Microcomputer Trophy in Holland.

Framework is an integrated software product that first shipped in July 1984 and accounted for nearly 18 percent of Ashton-Tate's fiscal 1985 revenues, although shipping for only six of those months.

Framework has received widespread acclaim from the editorial and consulting community, including being named Software Product of the Year in France. Additionally, Framework won the PC Magazine Spreadsheet Face-off, was picked as the number one integrated package in exhaustive benchmark tests conducted by Software Digest Ratings Newsletter, and was named one of the Most Significant Products of 1984 by PC Week.

"We are honored by these awards which recognize our leadership in the international marketplace," said Ron Posner,

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executive vice president, sales and international. "We remain
committed to meeting the needs of microcomputer software users in
foreign countries and to translating our products into a variety
of languages."

In Germany, Framework was judged commercial Software Product
of the Year because of its ease of use, flexibility and superior
user interface. Framework competed against products such as
Symphony, Lotus 1-2-3 and WordStar 2000 in the commercial
software category.

Publications in six European countries, including Personal
Computing in the United States, made the selection which was
presented by Chip, a leading German microcomputer magazine.
Awards also were given for software products in games, tools and
scientific categories.

Ashton-Tate also received the 1985 Dutch Microcomputer
Trophy, awarded to a product or company which has made a
substantial contribution to the microcomputer community.
Framework was chosen for its ease of use and the quality of its
documentation, manuals and supporting books written in foreign
languages.

Candidates were selected by Personal Computer Magazine in
Holland and the final decision was made by a national jury
consisting of five experts in the scientific and computing
fields.

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Ashton-Tate recently began shipping Framework II, an enhanced version of Framework that combines a faster, larger and more powerful spreadsheet with an advanced word processor that includes an 80,000-word spelling checker, visible page breaks and built-in mailmerge capability.

Ashton-Tate is a leading microcomputer software company in the international marketplace, offering the largest and most comprehensive line of database and integrated software products. The company's dBASE II, dBASE III and Framework have been translated into more than 10 foreign languages, including Dutch, German, French, Italian and Spanish.

Ashton-Tate sells its products internationally through a comprehensive network of master distributors, distributors, dealers and microcomputer manufacturers. To further service its customers, Ashton-Tate also has established subsidiaries in the United Kingdom, the Netherlands, West Germany, and Spain.

For the first nine months of fiscal year 1986, ended October 31, 1985, Ashton-Tate reported revenues of $80.0 million and net income of $10.6 million, a substantial increase from the same period of the previous year.

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