

## News



For release:

**IMMEDIATE**

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### **ASHTON-TATE APPOINTS JOSEPH F. BRILANDO VICE PRESIDENT OF CORPORATE MARKETING AND STRATEGY**

TORRANCE, CA., February 2, 1989 -- Ashton-Tate Corporation today announced the appointment of Joseph F. Brilando, 38, to the position of vice president corporate marketing and strategy.

Brilando, who joined Ashton-Tate in July 1987 as vice president of business development, will oversee corporate strategic planning, business development, strategic vendor relations, corporate marketing, advertising, promotions, public relations and investor relations in his new role.

"Joe has been instrumental in formulating and implementing many aspects of our long-range business strategy and key internal technologies," said Edward M. Esber, Ashton-Tate's chairman and chief executive officer. "His strategic planning strengths combined with his successful track record in marketing and communications, he will make an important contribution to Ashton-Tate's continued success."

In his role as vice president of business development, Brilando helped Ashton-Tate locate and secure strategic agreements and partnerships with computer hardware vendors, independent software vendors and developers. He will

continue to be based at Ashton-Tate's corporate headquarters in Torrance, California.

Prior to joining Ashton-Tate, Brilando was a Vice President at CooperVision, an ophthalmics and optometrics company. He also served as a manager of consultants at the Boston Consulting Group, worked with Kaiser Industries in the role of senior advisor, finance, and worked with the Ford Motor Company in marketing. In all, Brilando's career has spanned computer programming, physics research, corporate finance, marketing, strategy consulting, and mergers and acquisitions. He holds a bachelor of science degree in Physics and an MBA from California State University at Berkeley.

"I'm delighted to have the opportunity to guide Ashton-Tate's corporate marketing and business development efforts," said Brilando. "This company has a very compelling vision; my chief mission is to clarify and position that vision in the months to come."

Lydia Dobyms, vice president of marketing for Ashton-Tate, will begin a maternity leave of absence starting March 3, 1989, and will return to the company in a new senior capacity later this year.

Based in Torrance, Calif., Ashton-Tate markets best-selling microcomputer business applications software for DOS, OS/2 and Macintosh operating systems. Products are available in six major categories: database management systems, word processing, integrated decision support software, spreadsheets and desktop publishing. Tate Publishing offers a variety of software applications, tools and

utilities under the Tate Publishing Software family, as well as a library of best-selling computer hardware and software related books and periodicals. Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations and government agencies.

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