

For release:

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ASHTON-TATE SHIPS NEW GRAPHICS SOFTWARE
APPLAUSE II

Also the upgrade for MASTER GRAPHICS
and DRAW APPLAUSE users

TORRANCE, Calif., February 8, 1990 -- Ashton-Tate Corporation (NASDAQ: TATE) today began shipping APPLAUSE II, the company's new graphics software that includes charting, drawing and electronic slide show features. The software is available for \$99.95 as part of a special introductory promotion valid until March 31, 1990. Thereafter, APPLAUSE II will have a suggested retail price of \$495.

The new software includes 37 automatic chart types, support for a wide range of equipment -- from PC/XTs to 386s; from CGA/Hercules to VGA or 8514A monitors; with 512K RAM and above -- and output to printed documents and overheads. Slides can be generated overnight via a direct connection with Ashton-Tate's Graphics Service or by output to a user's camera. These and many other features are accessed through APPLAUSE II's graphical interface.

"APPLAUSE II combines the functionality and ease-of-use of MASTER GRAPHICS with the sophisticated drawing of DRAW APPLAUSE," said Bill Lyons, Vice President and General Manager of the Applications Group.

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"It represents a new standard in graphics software from Ashton-Tate and renewed commitment to the graphics category."

"The \$99.95 introductory price for APPLAUSE II gives new users an incentive to try graphics software and see how it can help them in their businesses," said Richard Dym, Ashton-Tate's Senior Product Manager for Graphics. "A low market penetration for graphics software means there are many PC users who could benefit from the features and ease-of-use of graphics software like APPLAUSE II. We want to reach that audience."

User Reactions

According to several beta testers of the product, APPLAUSE II meets or exceeds their graphics software needs. For example, Penny Gooch, a senior consultant in business planning and MIS for Norfolk Southern Corporation in Roanoke, Virginia, says "With APPLAUSE II, the pedantic word chart or bar chart becomes something you can have fun with."

Adds Rich Bevis, director of photography at Encore Production Services, a multi-image and video production company in Cincinnati, Ohio, "As far as slides go, we've been doing this for 15 years and I don't think there's anything on the market that comes close to APPLAUSE II."

MASTER GRAPHICS Upgrade

APPLAUSE II is the growth path for users of Ashton-Tate's two graphics product lines: DRAW APPLAUSE and the MASTER GRAPHICS Series

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(including CHART-MASTER, SIGN-MASTER, DIAGRAM-MASTER and PRESENTATION PACK). APPLAUSE II directly imports DRAW APPLAUSE and MASTER GRAPHICS data files without conversion.

Product Features and Benefits

APPLAUSE II has three windows: the chart window, the draw window and the present window. Business users will spend most of their time in the chart window, creating numeric, word and organization charts. The chart window is supported by a full-featured drawing board in the draw window and electronic slide show capabilities in the present window.

Specific highlights of the new product include:

- A new graphical interface
APPLAUSE II's totally new interface makes the product intuitive and easy to learn. All functions can be accessed through the keyboard or by using a mouse.
- 37 automatic chart types
This includes standard and 3-D bar, line, pie and area charts, as well as organization, scatter and high/low/close charts. This wide range of charting options means business users have quick and easy ways to effectively present information.
- Expanded connectivity
Data is imported into APPLAUSE II in "ready to use" spreadsheet format in these file formats:
 - .dbf (dBASE IV, dBASE III PLUS)
 - .fw2, .fw3 (Framework II, Framework III)
 - .wks, .wk1 (Lotus 1-2-3) and Lotus named graph
 - ASCII
 - DIF
 - SYLK (Excel, Multiplan)
 - CHART-MASTER (.CHT)CGM, TIF, GX2, PCX, GIF, DIAGRAM-MASTER and SIGN-MASTER graphic files can also be imported into APPLAUSE II.

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- New analytic capabilities
6,000 observations, three different types of regression, moving averages and automatic forecasting give business users the tools they need for day-to-day charting applications.
- Improved black and white output
20 hatch patterns, 7 line types, 7 line thicknesses and on-screen black and white preview offer users more ways to produce effective black and white images.
- More effective word charting
Bitstream Fontware support, unlimited fonts per page, character by character control over font, color, subscript, superscript and underline, 18 predefined fill-in-the-blank templates with word wrap, and custom template creation provide users with more choices for persuasive word charts.
- More color options
5,000 colors on-screen simultaneously (on EGA and better monitors), 11 pre-defined color palettes and 3.6 million colors on slides provide maximum color options for any type of output.

Price, Upgrades, Availability, Support

APPLAUSE II is available for \$99.95 until March 31, 1990 through an introductory promotion. Thereafter, APPLAUSE II will have a suggested retail price of \$495. The software can be obtained through authorized Ashton-Tate resellers.

Upgrade orders for both DRAW APPLAUSE and the MASTER-GRAPHICS Series to APPLAUSE II can be placed through Ashton-Tate's Customer Service at (800) 2-ASHTON. Upgrade pricing is \$79 for both DRAW APPLAUSE and MASTER GRAPHICS users. The upgrade will include an additional 200 clip art images (APPLAUSE II already includes 400), which normally retail for \$149.

Unlimited, free support is available for APPLAUSE II as part of a new Ashton-Tate support program. Customers can call (408) 268-1711 for technical support.

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Based in Torrance, California, Ashton-Tate markets microcomputer business applications for DOS and Macintosh operating systems. Products are available in five major categories: database management systems, word processing, integrated decision support, spreadsheets and graphics. Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations and government agencies.

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