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**ASHTON-TATE'S DEALER ADVISORY BOARD
TO PROVIDE INPUT ON IMPORTANT ISSUES**

Major Computer Dealers Will Participate

TORRANCE, Calif., February 18, 1986 -- Ashton-Tate today announced the formation of a Dealer Advisory Board to allow the company's key authorized dealers a structured forum for discussing important distribution and software issues.

The Dealer Advisory Board is comprised of key decision-makers representing 19 major computer retail chains, franchises and independents nationwide. The dealers actively sell the Ashton-Tate product line to different market segments.

The Dealer Advisory Board is similar to Ashton-Tate's 16-member Corporate Advisory Board formed in September 1985 to help the company develop products and support programs that best meet the needs of corporate users.

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"The Dealer Advisory Board is an integral part of Ashton-Tate's commitment to listen and respond to the needs of our customers, whether they be corporate users or computer retailers," said Karen Orton, Ashton-Tate's director of marketing programs.

"This structured approach to maintaining an on-going dialogue with our dealers will ensure we have their common interests and concerns in mind when making important distribution and product marketing decisions," Orton added.

"Listening to customers is critical to any business," said Mort Rosenthal, chairman of Corporate Software, Inc., and a member of the Dealer Advisory Board. "The Dealer Advisory Board offers a very good vehicle for understanding what's going on in the trenches, particularly given the state of pc software distribution, where changes are frequent and innovation is required," Rosenthal said.

At a preliminary meeting, the Dealer Advisory Board discussed corporate sales strategies, methods to assist the dealer channel, market trends and ways in which Ashton-Tate could communicate most effectively with its dealers. The board will meet a minimum of three times each year.

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Members of Ashton-Tate's Dealer Advisory Board, who each serve a one-year term, are:

ASCII Group, Inc., Allen Weinberger, chairman and chief executive officer.
Businessland, Mark Vernon, manager, software development and evaluation.
Clinton Computers, Chuck Perilli, vice president, technical director.
Computer Factory, Ed Anderson, vice president, marketing and operations.
Computer Town, Bob Benson, sales manager.
Computerworks, John Breuer, vice president, marketing.
Corporate Software, Inc., Mort Rosenthal, chairman.
Entre Computer Centre, Nancy Choate, manager, product marketing.
Forsythe Computers, Andy Hait, manager, planning and finance.
Frederick Computer Products, Steve Carter, vice president, sales.
Future Information Systems, Ed Ramos, President.
Gateway Computers, Stephen Wilson, senior vice president.
Inacomp Computer Center, Rick Inatome, president and chief executive officer.
Management Information Software (MIS), Dan Spiner, chief operating officer.
Micro Center, Gill Black, vice president.
Moore Business Systems, Bill Wallace, director, sales and marketing.
Sherman Howe, Sherman Uchill, president.
Softwaire Centre International, Bob McMillan, president.
Valcom, Bob Ward, vice president, operations.

One of the fastest-growing companies in the personal computer industry, Ashton-Tate reported revenues of \$80.0 million and net income of \$10.6 million for the first nine months of fiscal 1986, ended October 31, 1985, an increase of 45 percent and 221 percent, respectively, from the same period of the previous year.

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