

ASHTON-TATE



Contact: Christine Thomas  
Ashton-Tate  
(213) 204-5570

INFORMATION

ASHTON-TATE SIGNS NEW AGREEMENT  
FOR SOFTWARE DISTRIBUTION IN MEXICO

CULVER CITY, Calif. -- February 20, 1985 -- Ashton-Tate, a leading publisher of microcomputer software, has announced the signing of an agreement with Sistemas Gerenciales Aplicados (SIGA) of Mexico City as a distributor of Ashton-Tate software products in Mexico.

SIGA has begun distribution of Ashton-Tate's best-selling dBASE III, Framework and dBASE II products. Distribution of Spanish language versions of the products is targeted for Spring 1985. SIGA also will provide technical support for registered end-users in Mexico.

"We're confident this will be beneficial not only for Ashton-Tate but also for our end-users in Mexico," said Ron Posner, vice president and general manager of Ashton-Tate's international division. "SIGA has made an impressive commitment to provide a comprehensive system of marketing, technical support and dealer training for all of Mexico."

Ashton-Tate first entered the Mexican marketplace in 1983 with a Spanish language version of dBASE II database file management system, distributed through a variety of companies including SIGA.

(more)

Ashton-Tate International, a division of Ashton-Tate, currently markets and supports Ashton-Tate products outside the United States and Canada. Seventeen percent of the company's revenues were generated by international sales during the fiscal year ended January 31, 1984. Ashton-Tate markets its products in 11 languages throughout the world.

Ashton-Tate is the third largest publisher of micro-computer software products and related books and periodicals. The company produces Framework, a multi-function productivity program, as well as a family of database management products that includes dBASE III, an advanced microcomputer database management system for 16-bit and larger machines; dBASE/Answer, a micro-to-mainframe link; dBASE II, a database program for 8-bit machines and Friday!, an easy-to-use file management system.

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