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ASHTON-TATE LAUNCHES "dBASE IV SUMMER BUNDLE" PROMOTION

Features Free dBASE IV 1.1 Upgrade Plus Other Bonuses

TORRANCE, CA, July 18, 1989 -- Ashton-Tate Corporation (NASDAQ:TATE), developer and marketer of the industry-standard dBASE family of database management software, has launched a "dBASE IV Summer Bundle" promotion for its dBASE customers. The program offers all purchasers of dBASE IV 1.0 or dBASE IV Developer's Edition 1.0 an automatic, free upgrade to dBASE IV 1.1 plus one of four bonus packages. The program runs from July 1 through August 31, 1989.

With the purchase of dBASE IV 1.0 through one of Ashton-Tate's 7,500 authorized resellers, customers are entitled to select any one of four bonuses:

- A \$200 savings certificate towards one Ashton-Tate-sponsored dBASE IV training course. Normally \$375, the session includes two days of hands-on dBASE IV training in Chicago, New York, Washington, D.C., Dallas, San Jose, or Los Angeles.
- A free "Moving up to dBASE IV" Training Video. A \$395 value, this video-based course was developed by LEARN-PC Video Systems. Topics include data entry as well as creating queries, forms, and reports.
- A free copy of DRAW APPLAUSE (\$495 value), Ashton-Tate's state-of-the-art business presentation graphics software product. This package enables both business professionals and graphic artists to quickly design color graphs, charts, and diagrams as well as develop special effects for their presentations.

(more)

- A free copy of PerFORM 2.0 (\$295 value), the award winning forms processing software package from Delrina Technology that allows users to create complex forms easily. With this dBASE file-compatible program, users can design, fill-in, and maintain customized business forms.

Ashton-Tate is supporting its resellers' efforts throughout the duration of the program with a print advertising campaign that will run in both business and trade publications, along with point-of-sale materials, and telemarketing activities.

Based in Torrance, California, Ashton-Tate markets microcomputer business applications software for DOS, OS/2 and Macintosh operating systems. Products are available in five major categories: database management systems, word processing, integrated decision support software, spreadsheets and graphics. Ashton-Tate also offers a variety of software applications, tools and utilities, 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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™ dBASE IV is a trademark of Ashton-Tate Corporation. PerFORM is a trademark of Delrina Technology, Inc.

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