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For Immediate Release

ASHTON-TATE: GROWTH AND
SUCCESS IN COMPUTER SOFTWARE

In 1980, George Tate and Hal Lashlee went into the software business.

Growing from a handful of employees to more than 350, Ashton-Tate has become a leading international software developer and publisher for computers, with 1983 revenues of \$39.8 million*.

"Ashton-Tate is in the business of shifting the balance of power from those who understand how computers work to those who are in need of what computers can do," said Edward M. Esber, president and chief operating officer of Ashton-Tate. "Our products are designed to improve individual productivity, at work and home."

Ashton-Tate's initial success was triggered by a product called dBASE II[®], a relational database management system for microcomputers.

dBASE II soon became the largest-selling relational database management system in the world, with more than 280,000 units shipped. Today the program runs on more than 40 different systems.

As dBASE II grew in popularity, so did Ashton-Tate. In 1983, the company established a research and development facility and a book publishing group which is now part of their new business development unit.

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One more step forward occurred in November 1983 when the company went from private to public with a successful stock offering. Ashton-Tate is traded over-the-counter on the NASDAQ.

Ashton-Tate has grown quickly internationally, with subsidiaries in the United Kingdom, Germany and the Netherlands. Ashton-Tate products are now available in nine languages with others planned. International sales have been brisk, making Ashton-Tate a leader in the field.

Book publishing also has proven successful. To date, the Publishing Group has produced 15 titles including the best-selling EveryMan's DataBase Primer, by Robert Byers, and Through the Micromaze, an introductory book on computers and how they work.

In February, the book publishing group moved to its own offices in Los Angeles.

More than 30 titles are scheduled for publication by the end of 1984. Additionally, the division made a co-distribution agreement with Reston Publishing in February, with each company exchanging distribution rights for selected volumes.

The product development center, located in its own research facility in Glendale, Calif., coordinates new product development activities for the company in addition to continually upgrading the Ashton-Tate product line.

dBASE IIITM is the first Ashton-Tate product developed at the Glendale facility.

ASHTON-TATE PRODUCTS

In addition to books, Ashton-Tate publishes Friday!TM, dBASE II, dBASE II Multi-UserTM, dBASE RunTimeTM, dBASE III, FrameworkTM, and dBASE/Answer, a micro-to-mainframe link for Ashton-Tate products.

FRIDAY!

Friday!, introduced in mid-1983, is an easy-to-use, menu-driven file management system.

dBASE II Multi-User

Ashton-Tate's product for the electronic office, dBASE II Multi-User provides all the power of dBASE II, yet allows simultaneous access to a shared database by multiple users.

dBASE II RunTime

dBASE II RunTime is a product designed for independent software developers to allow them to create programs or applications that run with dBASE II. RunTime allows independent developers to protect and market their dBASE II programs as stand-alone products.

With more than 1,100 independent dBASE II application programs already developed, RunTime has literally turned the development of support programs for dBASE II into its own industry.

Framework

Framework is a new concept in productivity software.

Framework includes full-featured word processing; a powerful, fast spreadsheet; business graphics; data management; forms processing and a unique outline generator. Framework also has a high-level programming language which enables the user to develop vertical applications.

dBASE III

dBASE III is a powerful relational database management system designed for the 16-bit and larger computer, enabling the software to take full advantage of the capabilities and speed of the hardware.

It allows the user to store, manipulate and retrieve large volumes of data and includes a programming language for the development of vertical applications. It is easy to use and learn for the first-time and power user.

dBASE/Answer

Developed jointly with Informatics General Corp., dBASE/Answer allows users to directly access information from sophisticated and complex corporate mainframe databases to the individual's personal computer and to easily analyze and manipulate the data with Ashton-Tate's family of products.

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*Reflects net pro forma revenues

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