

Immediate

News

For releases

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ASHTON-TATE APPOINTS DAVID PROCTOR AS VICE PRESIDENT & GENERAL MANAGER OF DATABASE DIVISION

TORRANCE, California, May 21, 1990 -- Ashton-Tate Corporation (NASDAQ: TATE) today announced that David R. Proctor, 49, has joined the company as Vice President and General Manager of the company's database division.

Based in Ashton-Tate's corporate headquarters in Torrance, California, Proctor is responsible for the development and marketing of the company's database management system product line, including dBASE IV, advanced and connectivity products, and RapidFile. He also oversees the development of the division's long range strategic plans. Proctor reports directly to Ashton-Tate President and Chief Operating Officer William P. Lyons.

"Dave's broad experience in managing complex development efforts will enable us to deliver products that meet our customers' needs," said Lyons. "My years working with Dave at IBM's Entry Systems Division in Boca Raton confirms my confidence in his ability to successfully manage our database products."

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Proctor Appointed VP & GM of Database Division

"I am delighted to once again work with Bill Lyons and take on the challenge of Ashton-Tate's database products," said Proctor. "My immediate goal is to ensure a successful launch of dBASE IV 1.1, and guide our database products' strategic direction and development."

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Proctor comes to Ashton-Tate with over 23 years of experience at IBM. For the past 4 years, he served as Asia Pacific Director for IBM's software products, living in Tokyo, Japan. In that position, Proctor worked with software vendors worldwide to modify their applications for operation on Japanese IBM systems, with emphasis on OS/2 and AIX products. His efforts produced significantly increased applications software revenue for the company.

During his tenure at IBM, Proctor served in a number of positions, including Director of Telecommunications and Systems Manager for Host Office Systems. From 1974 through 1977, he headed program development for IBM's FSD Division, with responsibility for the space shuttle's on-board and simulation systems. Prior to joining IBM, Proctor worked for Rocketdyne, a division of Rockwell International.

Proctor has a M.S. degree in Mathematics from Stanford University and a B.S. degree from University of Oklahoma.

Other Management Changes

As Proctor steps into the Vice President and General Manager of the Database Division position, Floyd Bradley will return to his position of Vice President and General Manager, Europe. Bradley was serving in the database division position on an interim basis since February of this year.

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"Floyd has made a tremendous contribution to the ongoing development of dBASE IV version 1.1," said Lyons. "He will remain involved with its marketing and development to ensure a successful launch of the product."

At the same time, Joseph F. Brilando, Vice President of Corporate Marketing and Strategy, has resigned, effective immediately, to develop a technical marketing consulting practice in Silicon Valley. The company does not intend to replace Brilando; instead the corporate communications, business development, developer services and marketing services functions will be restructured into existing operations.

Headquartered in Torrance, California, Ashton-Tate Corporation develops and markets microcomputer business applications and advanced connectivity software. The company's major product categories include database management systems, word processing, integrated decision support, spreadsheets, graphics and software utilities. Ashton-Tate has international operations in most countries around the world, with products available in 20 languages in more than 50 countries. The company also offers a comprehensive line of training and support services for individuals, corporations and government agencies.

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