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ASHTON-TATE SHIPS FULL IMPACT 2.0

**Presentation spreadsheet software for the
Macintosh includes 3-D charts, Excel
compatibility and new suggested retail price**

TORRANCE, California, July 16, 1990 -- Ashton-Tate Corporation (NASDAQ: TATE) announced that Full Impact 2.0, the company's presentation spreadsheet software for the Macintosh, began shipping. The software carries a new suggested retail price of \$295, and is available through the Ashton-Tate authorized reseller network.

As a major upgrade to Full Impact 1.1, the new product includes 3-D graphs, Excel data import and export, new productivity features such as intelligent recalculation, presentation enhancements such as new chart types and borders, and several developer tools, including buttons.

"Full Impact 2.0 has been designed to meet our customers requests for easy access to data and maximum productivity," said Bill Lyons, Ashton-Tate's President and Chief Operating Officer. "As a result, it offers strong links to Excel, dBASE products, Lotus 1-2-3 and SYLK, as well as full-featured spreadsheet, presentation graphics and desktop publishing capabilities."

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Added Richard Goodhue, Senior Product Manager for Ashton-Tate's Decision Support Products, "Full Impact 2.0's new functionality, combined with attractive pricing, makes it a necessary purchase for high-quality presentation graphics. No other package at this price point offers the Excel compatibility and superior graphic output like Full Impact 2.0."

Features & Benefits

The new features in Full Impact 2.0 include:

- Excel import and export
Full Impact users can now create presentations based on Excel data, use Full Impact in conjunction with Excel, and share data with spreadsheet users who prefer Excel.
- Presentation enhancements
New chart types, inclusion of new custom formats and borders, improved output quality, enhanced color support and an increased number of supported output devices provide users with the tools to create even more attractive and professional charts and presentations.
- Intelligent recalculation
Full Impact 2.0 recalculates only those cells that have changed, thereby reducing recalculation times and increasing user productivity.
- 3-D graphs
Sophisticated, 3-D graphs can now be generated with Full Impact 2.0. Users can directly control the rotation, elevation and perspective of 3D bar and surface charts using the mouse.
- Buttons
Macros can now be activated by buttons in any Full Impact 2.0 spreadsheet. Any Full Impact object can be a button: text, pictures, drawings, charts and borders. This allows users to create custom applications for managing their data and control the look of that application.

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Price. Availability. Support

Full Impact 2.0 is available for a suggested retail price of \$295 through the Ashton-Tate authorized reseller network. Free, unlimited technical support, along with toll-free access to the Ashton-Tate Bulletin Board System, is included with the product.

Upgrades are available for \$50 for registered Full Impact users through Ashton-Tate's Customer Service at (800) 2-ASHTON.

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 operations worldwide, 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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