

For release:

**Immediate**

Contact:

Linda Duttonhaver  
Ashton-Tate Corp.  
(213) 538-7011

20101 Hamilton Avenue  
Torrance, California 90509-9972  
Telephone: 213-329-8000  
Fax: 213-538-7998

## **ASHTON-TATE ANNOUNCES FULLWRITE PROFESSIONAL VERSION 1.5 AT MACWORLD EXPOSITION**

### **Upgraded Word Processor for the Macintosh Ships Today**

TORRANCE, California., August 7, 1990 -- Ashton-Tate Corporation (NASDAQ: TATE) will introduce FullWrite Professional version 1.5, tomorrow, on the opening day of MacWorld Exposition in Boston. FullWrite Professional 1.5 is a new version of the company's full-featured word processing software for the Macintosh. The software begins shipping today at a suggested retail price of \$395.00; it is available through Ashton-Tate authorized resellers.

As a major upgrade to FullWrite Professional 1.1, the new product expands usability with new page layout features, expanded file conversion capabilities and improved learning and help facilities. FullWrite meets the demands of serious writers and word processing professionals who require both WYSIWYG clarity and sophisticated document features. FullWrite's ease of learning and ease of use help novice users become productive quickly.

"FullWrite Professional 1.5 is another step in our commitment to the Macintosh market," said Bill Lyons, Ashton-Tate's President and Chief Operating Officer. "It offers such Macintosh characteristics as superior graphics capabilities, adherence to the Apple interface and true WYSIWYG display."

Added Terry Smail, Director of Word Processing Products, "FullWrite Professional 1.5 has been designed to meet customer requests for additional file

(more)

conversion formats, more intuitive page layout, increased file stability and improved documentation. And, the new click and drag sidebars maximize the product's page layout capabilities."

### **Features and Benefits**

- *Click and drag sidebars*  
FullWrite users can now reposition and resize sidebars by clicking and dragging. This enables users to experiment with the appearance of a document and to use more creativity in designing page layout.
  
- *File Conversion Capability*  
FullWrite Professional 1.5 now converts the following popular word processing formats both to and from FullWrite Professional documents:
  - Macintosh
    - Microsoft Word 3.0, 4.0
    - MacWrite 4.5, 5.0
    - Pagemaker (FullWrite to Pagemaker only)
    - Word Perfect Mac 1.0
  - DOS
    - MultiMate version 4.0, MultiMate Advantage II, MultiMate Advantage, MultiMate 3.3
    - WordPerfect 5.1, 5.0, 4.2, 4.1
    - DisplayWrite DCA/RFT format
  
- *Table Generator*  
Tycho Table software is now included with FullWrite Professional 1.5. This table generator offers users the ability to:
  - Create tables as large as memory will allow
  - Size columns and rows automatically as typing takes place
  - Paginate multi-page tables with repeated headers
  - Edit with ease by swapping rows for columns or table elements

(more)

**Features and Benefits** (continued)

- *Table Generator* (continued)
  - Import tabbed text, comma-delimited text and SYLK files
  - Export tabbed text, comma-delimited and finished PICT table files
  
- *Online, Context-Specific Help System*  
Concise, context-specific advice is available at the click of the mouse.
  
- *Completely new manuals*  
Instructive manuals guide users through the various aspects of learning and using FullWrite Professional 1.5. Titles include: *Learning FullWrite Professional, Using FullWrite Professional, Using Tycho Table Maker, and FullWrite Toolbox.*

**Price, Availability, Support**

FullWrite Professional 1.5 is available now for a suggested retail price of \$395.00 through the Ashton-Tate authorized reseller network. Customers who purchased FullWrite Professional 1.1 after June 25, 1990 can upgrade at no charge until October 31, 1990.

Upgrades from FullWrite Professional versions 1.0 or 1.1 are available for \$49.00 by calling Ashton-Tate Customer Service at (800) 2-ASHTON. Free, unlimited technical support, along with toll-free access to the Ashton-Tate Bulletin Board System, is included with the product.

(more)

**At MacWorld Exposition in Boston**

FullWrite Professional 1.5 will be on display at MacWorld Exposition in Boston, August 8 - 11, 1990. Interested users are encouraged to stop by booth #5458 at the World Trade Center to view demonstrations of this product, as well as Ashton-Tate's other Macintosh products: dBASE IV RunTime PLUS and Full Impact 2.0.

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.

###

® Ashton-Tate, dBASE IV Full Impact and MultiMate are registered trademarks of Ashton-Tate Corporation.  
™ FullWrite, FullWrite Professional, MultiMate Advantage II and MultiMate Advantage are trademarks of Ashton-Tate Corporation.

Other product names used herein are for identification purposes only and may be trademarks of their respective companies.