

For release: **IMMEDIATE**

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**ASHTON-TATE ANNOUNCES UPGRADE PROMOTION
FOR FULLWRITE PROFESSIONAL AND FULL IMPACT**

SAN JOSE, Calif., August 14, 1989 -- Ashton-Tate Corporation (NASDAQ: TATE), today announced a new upgrade promotion that offers Apple Macintosh users the opportunity to upgrade their current Mac programs to FullWrite Professional™ or Full Impact™ direct from Ashton-Tate for \$95.00 plus applicable sales tax. This is a substantial savings compared to the suggested retail price of \$395 for each product. The promotion began July 31, 1989 and continues through September 30, 1989.

The "Look What You Can Do For Only \$95" promotion is targeted at customers who own other Macintosh word processing or spreadsheet programs and want to upgrade their current software with Ashton-Tate's FullWrite Professional and Full Impact.

The promotion is available to customers who attend product seminars held by Ashton-Tate® sales representatives or authorized Ashton-Tate dealers. The seminars focus on FullWrite Professional and Full Impact features and benefits, emphasizing their strengths relative to competitive offerings in the market. At the conclusion of each seminar, end-users will be given the opportunity to purchase copies of FullWrite or Full Impact for only \$95. The only purchase requirement is proof of ownership of a competitive Macintosh spreadsheet or word processor. Proof of ownership can be a serial number, diskette(s), or documentation for the product.

"This program is exceptional because end-users may see the power of our software programs and take advantage of this special offer -- right on the spot," said Craig Fryar, Ashton-Tate promotion manager. "In the same day, a seminar participant can see our products in action, take the products back to their work environment, and immediately increase their productivity with FullWrite Professional and/or Full Impact!"

For product seminar dates, times and locations, customers may call their local Ashton-Tate sales office; and dealers may call Ashton-Tate Reseller Relations at (213) 327-1111.

(more)

FullWrite Professional/Full Impact

FullWrite Professional is Ashton-Tate's complete Macintosh writing environment designed to take advantage of the latest Macintosh architecture. It combines the features of separate word processing, outlining, page layout and graphics programs into one WYSIWYG software package. FullWrite Professional's suggested retail price is \$395.

Full Impact is Ashton-Tate's presentation spreadsheet product that combines power and superior presentation/business report capabilities to take advantage of the Macintosh design philosophy. Full Impact offers built-in macros, file import/export, security and text handling tools. The product's suggested retail price is \$395.

Ashton-Tate Corporation

Headquartered in Torrance, California, Ashton-Tate markets best-selling microcomputer business applications software for DOS, OS/2 and Macintosh operating systems. Products are available in six major categories: database management systems, word processing, integrated decision support software, spreadsheets, graphics, and desktop publishing. Tate Publishing offers a variety of software application, tools and utilities under the Tate Publishing Software family, as well as a library of best-selling computer hardware and software related books and periodicals.

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™Full Impact and FullWrite Professional are a trademarks of Ashton-Tate Corporation.

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