

Background



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ASHTON-TATE REMAINS COMMITTED TO DEALERS

Ashton-Tate has reaffirmed its commitment to its authorized dealers as the major distribution channel for its microcomputer software products, while announcing its plans to offer support and service programs directly to its customers.

"Our authorized dealers have made a major investment in Ashton-Tate and its products and we have no plans to change our current method of distributing microcomputer software products," said Roy E. Folk, executive vice president and general manager of the Software Products Division. "While many companies in the industry are shifting toward direct corporate sales, we believe our customers are best served by our current dealer channel."

"Our dealers will continue to do what they do best, while Ashton-Tate provides the ongoing service and support expected from a major microcomputer software company," said Edward M. Esber Jr., Ashton-Tate chairman, president and chief executive officer. "We believe we have the strongest commitment to dealers in the microcomputer software industry."

Ashton-Tate's microcomputer software products are available through more than 4,500 authorized dealers, including

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A-T Remains Committed To Dealers

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Businessland, ComputerLand, Entre Computer Centers and Sears
Business Systems Centers.

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