

News

IMMEDIATE

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ASHTON-TATE TO HOST EUROPEAN TECHNICAL CONFERENCE
IN NOVEMBER

TORRANCE, Calif., September 11, 1990 -- Ashton-Tate Corporation (NASDAQ: TATE) today announced that it will host its second European Technical Conference November 8 - 9, 1990 at the Amsterdam Marriott Hotel in Holland.

Designed to provide software users, developers and consultants with technical information on the latest Ashton-Tate products and development tools, the conference will feature more than 30 sessions running simultaneously over the two day period. Sessions will be hosted by a faculty of independent developers from the U.S., U.K., Germany, France, Italy and Holland, as well as Ashton-Tate's own dBASE, Framework and RapidFile product development teams.

"Ashton-Tate is committed to delivering highly productive business applications software throughout the world," said Floyd Bradley, Vice President and General Manager of Ashton-Tate's European division. "Our goal for this conference is to provide participants with a forum to sharpen their programming and business skills, obtain valuable information about Ashton-Tate products, meet international technical experts and share ideas with fellow programmers," Bradley added.

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According to Bradley, the conference will emphasize a full range of technical, business and marketing topics. The program includes sessions on expert programming tips for the recently introduced dBASE IV version 1.1, the use of dBASE IV as a platform for translating other products, software testing and project management of translations, software development in Eastern Europe, and methods of incorporating Framework into applications written in the dBASE programming language.

Ashton-Tate also plans to offer technical briefings on dBASE IV for UNIX and VMS systems and SQL technology.

Bradley said that the conference will appeal to a diverse range of participants, including corporate and independent developers, consultants, MIS managers, authors, trainers, systems integrators and cross-platform developers.

Conference attendance is limited, so the company recommends early registration. Three conference packages are being offered. The packages range in price from £485 for the two day conference plus lunch both days and the gala dinner on 8 November to £720 which includes the conference, meals, gala dinner and accommodations for two evenings.

All those registered by 25 September 1990 will receive their choice of Framework, RapidFile, MultiMate, APPLAUSE II or Control Room, free of charge.

To obtain more information, interested participants should contact Audrey Peters at Ashton-Tate European headquarters, Upton Court, Datchet Road, Slough, Berkshire England. Peters may also

be contacted via telephone (44 753 27262) or FAX (44 753 70787).

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 is an international company with products available in 20 languages in more than 50 countries. The company also offers a comprehensive line of consulting, training and support services for individuals, corporations and government agencies.

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