

ASHTON-TATE NEWS

ASHTON-TATE UNVEILS "ONE-ON-ONE" SWEEPSTAKES Prizes include 50 Mac II's, Ashton-Tate Software

TORRANCE, Calif., Sept. 19, 1988 -- Aggressively pursuing the Macintosh marketplace, Ashton-Tate Corporation (NASDAQ:TATE) today announced a sweepstakes with 50 Apple Computer, Inc. Macintosh II systems, and 50 FullWrite Professional™ and Full Impact™ software packages as prizes.

The "One-on-One" promotion runs from September 19 through December 31, 1988. To qualify to win a Macintosh II system, FullWrite Professional or Full Impact, customers enter the contest at participating computer stores. No product purchase is necessary to win. A drawing will be held after December 31, 1988 to determine sweepstakes winners.

"The Macintosh marketplace is growing steadily, and Ashton-Tate is dedicated to providing state-of-the-art business solutions for Mac users," said Terence J. Garnett, vice president and general manager of Ashton-Tate's Macintosh Software Division. "We want this promotion to give customers an opportunity to see our new Mac products, FullWrite Professional and Full Impact and to make comparisons to other software packages available -- as well as give them a chance to win a great computer system -- the Mac II."

(more)

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FullWrite Professional

FullWrite Professional, a state-of-the-art word processing product, combines the features of three separate applications -- word processing, page layout and draw-type graphics -- in one program. It includes many advanced word processing features including endnotes, footnotes and citations; and automatically generates tables of contents, indices and bibliographies. FullWrite Professional's suggested retail price is \$395.

Full Impact

Full Impact combines analytical power with superior presentation and business report capabilities, and completely implements the standard Macintosh graphic interface. The product can open eight spreadsheets at once, with eight different views for each spreadsheet. It uses virtual memory to go beyond available RAM, enabling a spreadsheet size of up to 524,288 cells, plus text and graphics. It includes a mini text processor to create paragraphs as large as one page, superior formatting and graphics capabilities, a sophisticated macro language and a wide range of import/export capabilities. The product's suggested retail price is \$395.

Based in Torrance, Calif., Ashton-Tate markets best-selling microcomputer business applications software in six major categories: database management systems, business graphics, word processing, decision support integrated software, spreadsheets and desktop publishing. Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations and government agencies.

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