

MANAGEMENT BACKGROUND

Ashton-Tate is poised for continued success with one of the strongest management teams in the microcomputer software industry. That team -- recently restructured to accommodate the company's rapid growth to an \$82.3 million firm with more than 500 employees -- includes a president, two executive vice presidents, and seven vice presidents.

Edward M. Esber Jr. PRESIDENT, CHIEF EXECUTIVE OFFICER

Esber, 32, brings to Ashton-Tate a solid managerial background which includes key positions at IBM, Texas Instruments, and VisiCorp. That experience is further complemented by his strong technical expertise. Esber holds an MSEE from Syracuse University, a BS in computer engineering from Case Institute of Technology, and an MBA from Harvard. He joined the company in May, 1984, as vice president of marketing and sales, responsible for pricing strategies and positioning of products. In August, 1984, he was named president of Ashton-Tate, and three months later, he was appointed chief executive officer. He began his career in 1975 at IBM as an engineer, where he developed the first course that taught IBM engineers how to design systems utilizing a microprocessor. In 1978, he joined Texas Instruments' Consumer Products Division, where he was a third-party software manager and a marketing manager for two of the company's personal computers. In 1979, he joined VisiCorp as vice president of marketing and sales, where he established the first marketing and distribution network in the microcomputer industry -- a success that resulted in his promotion to executive vice president, responsible for the entire strategic direction of the company.

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Ronald S. PosnerEXECUTIVE VICE PRESIDENT, MARKETING,
SALES AND INTERNATIONAL

Posner, 43, brings to Ashton-Tate years of experience in the microcomputer industry, with an expertise in training and support. Posner joined the company in April, 1984, heading the company's international operations as acting vice president and general manager before assuming his current position in February, 1985. He is also a member of Ashton-Tate's board of directors. Previously, Posner was founder, chairman, and chief executive officer of National Training Systems (NTS), a leading provider of microcomputer training programs to large corporations, computer dealers, manufacturers and end users. Prior to founding NTS in 1974, Posner was vice president of marketing and a director at Tratec, a computer sales training company. He also held various marketing and sales positions with Xerox Data Systems and Coca-Cola Company. He holds an MBA from Harvard Business School, and a BS from Rensselaer Polytechnic Institute.

Norman H. BlockEXECUTIVE VICE PRESIDENT, FINANCE
AND ADMINISTRATION

Block, 44, joined Ashton-Tate in December, 1983, and has more than 20 years of experience in corporate finance. He oversees the entire financial operations of the company. His previous positions included corporate vice president at Mattel, Inc.; executive vice president, finance and administration, at Dominion Textile (USA), a multinational corporation; and controller for ITT Data Services. Also, he was a senior financial executive at General Consumer Electronics, where he supervised the company's growth to \$28 million in revenues in 14 months. Block holds an MBA from New York University, and a BA in management and accounting from Fairleigh-Dickinson.

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Carl Gritzmaker VICE PRESIDENT, SALES

Gritzmaker, 41, brings to Ashton-Tate 20 years of sales experience. Prior to joining the company in March, 1984, he was manager of corporate account sales at Lotus Development Corporation, where he played a key role in establishing a distribution channel for corporate accounts. He has also held managerial positions at Cascade Telecommunications, Inc. and Compath, Inc., both telephone system distributors, and with Plantronics/Action, Inc., a maker of telecommunications hardware. In addition, he has worked for a variety of hardware manufacturers, including Sperry Corp. and NCR.

John C. Merson VICE PRESIDENT, MARKETING

Merson, 41, joined Ashton-Tate in April, 1985. Previously, he was vice president of marketing for the Computer Factory, a 17-store computer and software retail chain based in New York, where he was responsible for product selection, pricing, advertising, training and major accounts. He has also headed Merson Associates, Inc., a management consulting firm; was a senior associate of Citibank/CMP, Inc., a management consulting firm owned by Citicorp/Citibank; and was an administrator at Lenoir Rhyne College in North Carolina. He holds an MBA from Harvard Business School and a BA in economics from the University of North Carolina.

Harvey Jeane VICE PRESIDENT, PRODUCT DEVELOPMENT

Jeane, 40, brings to Ashton-Tate extensive management and technological expertise, having worked most recently at Jet Propulsion Laboratories (JPL). One of his many positions at JPL during his 13 year tenure was manager of software development activities, supervising a staff of 150. He has also worked at RCA where he was involved in logic design projects. Jeane, who holds a BS in electrical engineering from the University of Texas, joined Ashton-Tate in August, 1983. He supervises all development work at the company's product development centers.

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C. Wayne Ratliff CHIEF SCIENTIST

Ratliff, 38, is the designer of Ashton-Tate's dBASE II, and one of the lead developers of dBASE III. He joined the company in August, 1983, after operating his own development and consulting business for six years. He has also held a number of managerial and technical positions at Martin Marietta, a defense and electronics company.

Robert D. Gafford VICE PRESIDENT, CONSUMER COMMUNICATIONS

Gafford, 43, is the first senior manager in the entire microcomputer software industry to head a documentation and support group -- making Ashton-Tate's commitment to this area unprecedented. Gafford joined the company in December, 1984, and is supervising a staff of more than 60. Previously, he worked at VisiCorp, where he was director of product services. He has also worked at Intel Corporation, as manager of publications and engineering services, and at Digital Equipment Corporation, as manager of software documentation. He holds a BA from the University of Alabama.

Lawrence Benincasa VICE PRESIDENT, NEW BUSINESS DEVELOPMENT

Benincasa, 41, joined Ashton-Tate in August, 1983, following 10 years as vice president of Reston Publishing Company. Reston, a publisher of computer-related books and software, is a subsidiary of Prentice-Hall, Inc. He holds a BS from the Maritime Academy.

Barry Berke VICE PRESIDENT, OPERATIONS

Berke, 38, joined Ashton-Tate from VisiCorp, where he was director of operations until June, 1984. Previously, he was materials manager for Rolm Corp. He holds an MBA from the University of Santa Clara, and a BS in engineering from Ohio State University.

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