

For release: **IMMEDIATE**

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**ASHTON-TATE SHIPS BYLINE,  
PC DESKTOP PUBLISHING SOFTWARE  
FOR BUSINESS PROFESSIONALS**

TORRANCE, Calif., September 30, 1987 -- Ashton-Tate Corporation (NASDAQ: TATE) today began shipping Byline, an IBM PC desktop publishing software product that allows business professionals to quickly and easily enhance the quality of printed output.

Byline is designed for business software users who have no special knowledge of graphic arts and typography. At a suggested retail price of \$295, the product provides users with the look, feel and speed they expect from PC business productivity software.

Designed by Ken Skier, president of SkiSoft, Inc., of Lexington, Mass., the product is being shipped to more than 5,500 authorized Ashton-Tate dealers nationwide.

"Unlike high-end desktop publishing software geared toward graphics arts professionals, Byline is designed for the typical business software user," said Roy E. Folk, executive vice president and general manager of Ashton-Tate's Software Products Division. "It maximizes PC speed and provides the familiarity and ease of use of PC-based software."

Byline includes a unique dBASE merge feature that enables users to import dBASE III PLUS databases into pre-styled forms such as mail merge letters, directories, forms and invoices. The software does not require purchasing and learning additional hardware or software such as Microsoft Windows or Digital Research GEM. It operates on the IBM Personal Computer and 100 percent compatibles with

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384K bytes of random access memory (RAM) and requires a CGA, Hercules, Hercules Plus or EGA graphics card.

Typical applications for Byline include sales and marketing communications documents, database-driven directories, price lists, inventory reports, memos, newsletters, and overhead presentations.

Byline contains 23 sample templates that enable fast and easy construction of reports that require a standardized format, such as memos, meeting agendas and tables of contents.

## **Product Features**

### **Familiar user interface**

In Byline, commands and menus lead the user through the design process; keystrokes and operations are typical of PC business software. Page element characteristics, such as type size and style, are stored in text-based "spec sheets." Through a split-screen display, users view both the spec sheets and their corresponding page simultaneously. All views are "What-You-See-Is-What-You-Get" (WYSIWYG) displays.

### **Extensive page design capabilities**

Design features include adjustable type sizes ranging from 8 to 144 points; a variety of fonts including Swiss, Times, Courier (monospaced typewriter font), Bookman, and dBASE Elite, a special style for database users; rules and borders (lines and boxes); auto-leaders and repeating characters; automatic kerning; multiple right and left master pages; and automated text flow.

### **File compatibility**

Byline directly imports files from and exports them back to MultiMate Advantage 3.6, MultiMate Advantage II, WordPerfect 4.1 and 4.2, WordStar 3.3 and 4.0, XyWrite II and XyWrite III, and ASCII. The software automatically exports changes made in Byline to the original source file.

Byline directly imports files from dBASE III PLUS (.DBF), Lotus 1-2-3 and Symphony (both worksheets and graphs), MacPaint, PC Paintbrush, PC Paintbrush Plus, and Windows Paint. Byline also

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directly imports images produced by scanners that support the ZSoft (PC Paintbrush) format, including Datacopy, Microtek, DEST and Hewlett-Packard ScanJet. Other graphics-based software screens may be imported through a special camera "utility" that takes a screen snapshot which can then be brought into the program directly.

#### **Text editor**

Byline offers a full-featured text editor that enables users to conveniently edit or create text without having to leave Byline and return to the word processing program. The editor provides a superior table handling capability and supports standard features such as type styling, cut, copy, block moves, and search and replace.

#### **Document portability**

Byline provides full document portability, allowing use of a wide variety of computers and printers. Byline will maintain document design despite differences in individual printers so the user is assured the page will be printed to the full capability of the printer.

The Ashton-Tate Publishing Group will release a Byline business applications book written by desktop publishing experts Tony Bove and Cheryl Rhodes in the latter half of calendar 1987.

### **Byline System Requirements**

Byline operates on any microcomputer that supports MS-DOS version 2.0 or higher, including the IBM PC, PC/XT, Personal Computer AT, and 100 percent compatibles. The product requires 384K of RAM and two 5.25-inch, 360K-byte floppy disk drives or one floppy and one hard disk drive, as well as a display adaptor compatible with IBM Color Graphics Adaptor (CGA 640x200), or a Hercules, Hercules Plus, or an Enhanced Graphics Adaptor (EGA 640x350). A hard disk is required to import dBASE files. Future versions of Byline will be available in 3.5-inch disk format to run on the IBM Personal System/2 line of personal computers.

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### **Byline Printer Support**

Byline supports a variety of printers including H-P LaserJet, H-P LaserJet Plus, H-P LaserJet II, Apple LaserWriter and others using a PostScript driver. The product also supports many 9- and 24-pin dot matrix printers from manufacturers such as Epson, Okidata and IBM.

### **Byline\MGI Clip-Art Sampler**

Ashton-Tate also announced today that MGI, a leading publisher of graphic software enhancement products for IBM and IBM-compatible personal computers, is offering a new Picture-Pak family of its image library products for users of Byline. A sampler is included with the Byline package and Ashton-Tate is offering an additional MGI clip-art sampler to every Byline customer returning product registration cards.

Ashton-Tate, one of the largest developers and marketers of microcomputer business applications software, reported revenues of \$63.6 million and net income of \$10.1 million for the second quarter ended July 31, 1987, increases of 29.8 percent and 55.4 percent, respectively, from the previous year.

In addition to Byline, Ashton-Tate markets best-selling microcomputer business applications software in four categories: database management systems, with industry-standard dBASE III PLUS and RapidFile; business graphics, with the MASTER GRAPHICS Series; word processing, with MultiMate Advantage II; and integrated software, with Framework II. Recently, Ashton-Tate shipped its first software program for the Macintosh computer, dBASE Mac. Ashton-Tate also markets a comprehensive line of service and support programs for individuals and corporations.

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