

ASHTON-TATE EXPANDS ROLE OF TATE PUBLISHING

TORRANCE, Calif., October 26, 1988 -- Ashton-Tate Corporation (NASDAQ-TATE) announced today that it is expanding the role of its publishing operation to include the marketing and distribution of new software products.

The Tate Publishing Division will explore acquisition, licensing and marketing opportunities for software applications, development tools, add-ons and extensions created by independent software developers. The new software arm of the Tate Publishing Division is called Tate Publishing Software.

"This is an important evolution for Ashton-Tate's Publishing Division," said Luther J. Nussbaum, President and Chief Operating Officer. "In addition to providing users with a library of quality publications, Ashton-Tate now has a tremendous opportunity to explore new market opportunities through the innovative software being designed by talented independent software developers around the world."

(more)

Nussbaum also announced that Richard Di Giovanni, recently appointed Vice President and General Manager of Tate Publishing, will head the division in its expanded role.

Last month, Tate Publishing Software introduced its latest product, TurboSearch, a high performance information retrieval software package developed by IDAN Software Industries, Inc. Other Tate Publishing Software products include Free Space, a data compression utility, and FrontRunner, a dBASE III PLUS language development tool.

These and future Tate Publishing products will be sold under the Tate Publishing label with the name of the developer prominently displayed on the packaging. They will be distributed directly from Ashton-Tate. In addition, all traditional software distribution channels will be utilized by the new business unit in promoting the Tate Publishing product line. Di Giovanni added that although Tate Publishing will sell some of its software products directly to consumers, it is a separate business unit within the company and it does not set a precedent for Ashton-Tate's main applications software products.

Discussing the types of software products Tate Publishing software will explore, Di Giovanni said, "Initially we have looked at products that enhance Ashton-Tate's existing product line. That doesn't mean, however, we won't consider higher priced, stand-alone applications in the future. That's definitely in our charter."

(more)

Developers with a software product they would like to submit to Tate Publishing for review can contact the company through Product Submissions, New Business Development, Ashton-Tate Corporation , 20101 Hamilton Avenue, Torrance California, 90502-1319.

"One of our main goals is to attract developers to Ashton-Tate; to create a pipeline for independent programmers to bring their products to market where, otherwise, only a limited number of distribution channels might be available to them," Di Giovanni asserted.

Tate Publishing also plans to redesign its entire book line to achieve a more cohesive look. Book cover designs will sport a similar color scheme and logo treatment. The new designs will begin appearing on ten new books Tate Publishing has scheduled to release over the next six to nine months.

"Ashton-Tate has built a strong reputation for publishing quality books and periodicals on a variety of computer software and hardware subjects," said Di Giovanni. "These new design elements provide our library with an identity that will enable purchasers to quickly locate Tate Publishing titles."

(more)

The Tate Publishing Division develops and markets books and periodicals that help computer users better understand hardware and software products. To date, Ashton-Tate has published more than 60 publications, including the company's magazine, The Ashton-Tate Quarterly. The Tate Publishing Software line is a family of internally and externally developed software tools, utilities and add-ins; training courseware; and stand-alone applications marketed by Ashton-Tate.

Based in Torrance, CA, Ashton-Tate markets best-selling microcomputer business applications software for DOS, OS/2 and Macintosh operating systems. Products are available in six major categories: database management systems, word processing, integrated decision support software, spreadsheets, desktop publishing and graphics. Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations and government agencies.

# # # #

R

Ashton-Tate and the Ashton-Tate logo are registered trademarks of Ashton-Tate Corporation

TM

dBASE III PLUS and TurboSearch are Trademarks of Ashton-Tate Corporation