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ASHTON-TATE'S CORPORATE ADVISORY BOARD
TO PROVIDE IMPORTANT PRODUCT INPUT

Major U.S. Corporations Will Participate

CULVER CITY, Calif., Sept. 17, 1985 -- Ashton-Tate today announced the formation of a Corporate Advisory Board, with an inaugural membership of 14 major American corporations, to assist the leading microcomputer software company in developing products that meet the needs of corporate users.

"At Ashton-Tate, we have made listening to our corporate customer base an integral part of our product development process," said Ronald S. Posner, executive vice president, sales and international.

"The MIS/DP executives on the Corporate Advisory Board will meet with us on a regular basis," he said. "Their participation does not necessarily indicate an endorsement of any product. Rather, they will engage us in frank discussions of the software needs of their companies, and the resulting dialogue will help Ashton-Tate create families of products that address the corporate market."

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"The Corporate Advisory Board represents a commitment by Ashton-Tate that is unprecedented in the software industry," noted Karen Orton, the company's director of marketing programs. "The advisory board is an important part of the Ashton-Tate Corporate Emphasis Support Program, which insures that we provide our corporate user base with the best support -- as well as the best products -- available."

Most of the advisory board members are involved in evaluating and recommending software and hardware products for their companies. The 14 members of the Ashton-Tate Corporate Advisory Board include 11 Fortune 500 companies, five of which are ranked in the top 10. Two of the corporations, a major industrial firm and a major insurance firm, requested that their names be withheld. The remaining 12 companies and their representatives are as follows:

AT&T Communications, John P. Kushner, manager, EUC -- software support.
Banker's Trust, Neil Cookrish, micro support specialist.
Bechtel National, Inc., Andrew Sujata, manager of data systems, advanced technology division.
Chase Manhattan Bank, Fred Winograd, vice president.
Control Data Corporation, Jim Huwaldt, principal consultant, microcomputers.
Deloitte Haskins & Sells, R. Bruce Johnson, manager, personal computer resource center.
DuPont Company, Leon B. Wolf, systems specialist.
Electronic Data Systems, a decision support manager (requested name be withheld).
Grumman Aerospace, Judy Galgano, office automation specialist.

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Hughes Aircraft, John P. Hart, personal computing specialist (alternate) and Richard G. Finkle, project manager, pc application development.
New England Telephone, Kathy Pucci, manager, advanced office systems support.
Westinghouse Electric Company, Carol Elyash, consultant, office systems.

Ashton-Tate is among the leading microcomputer software companies worldwide. Its products include: dBASE III, the industry-standard database management software for 16-bit microcomputers; dBASE II, the industry-standard DBMS for eight-bit micros; and Framework, a critically-acclaimed multi-purpose software package that combines word processing and spreadsheets with communications, outlining and other functions. The firm also includes a publishing group that produces books as well as a quarterly magazine.

For the first quarter of fiscal 1986, ended April 30, 1985, the company had net revenues of \$24.0 million and net income of \$2.35 million, a substantial increase over the same quarter of the previous year.

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