

ASHTON-TATE NEWS

ASHTON-TATE BUNDLES PRESENTATION PACK AND MAP-MASTER WITH PC PARTNER

TORRANCE, Calif., August 5, 1988 -- Ashton-Tate Corporation (NASDAQ: TATE) has begun a promotion bundling PC Partner, a Brightbill-Roberts slideshow program, with Ashton-Tate's PRESENTATION PACK and MAP-MASTER. The promotion, which includes PC Partner at no additional charge to purchasers of PRESENTATION PACK and MAP-MASTER, will run from now until December 31, 1988.

Ashton-Tate's PRESENTATION PACK includes CHART-MASTER, for bar, area, pie and line charts; DIAGRAM-MASTER, for organization, gantt and flow charts; and SIGN-MASTER, for word charts, tables and signs. PRESENTATION PACK combines these three into one unit, along with a single master menu for easy access among the graphic application programs.

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MAP-MASTER allows users to quickly and easily create custom maps, either by importing spreadsheet or database files, entering data manually, or using one of MAP-MASTER's statistical libraries. MAP-MASTER includes files to map the U.S. by state and the world by country; Map Packs with additional files to map counties, cities and ZIP codes are available separately.

PC PARTNER PROMOTION

PC Partner captures and replays any DOS screen, including those from MAP-MASTER or any of the modules within PRESENTATION PACK. The combination allows users to quickly and easily create high-impact on-screen presentations. This capability is ideal for presenting client proposals and marketing information, displaying sales territories with associated data and summarizing financial information.

The promotion bundles PC Partner, retailing at \$49, with PRESENTATION PACK and MAP-MASTER at no extra charge. PC Partner insert packages are available from Ashton-Tate for those retailers who wish to include PC Partner in PRESENTATION PACK and MAP-MASTER software currently in stock.

A rebate coupon, worth \$20 towards the purchase of Brightbill-Robert's Show Partner or Show Partner F/X, is also included in the promotion; it is valid until the end of the year.

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"This promotion provides users with increased functionality at no extra cost," says Ted Salamone, Ashton-Tate's product manager for MAP-MASTER and PRESENTATION PACK. "The easy-to-master special effects, combined with the ability to capture any screen, result in professional marketing, sales and government presentations," he adds.

PRICE, AVAILABILITY

The suggested retail price is \$495 for PRESENTATION PACK and \$395 for MAP-MASTER. Both products, bundled with PC Partner, are available immediately.

Ashton-Tate Corporation markets best-selling business application software in six major categories: database management systems, word processing, graphics, decision support integrated software, spreadsheets and desktop publishing. The company has products available for operation in the DOS, Macintosh and OS/2 environments. Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations, and government agencies.

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PC Partner is a trademark of Brightbill-Roberts Corporation