

News



For release: **IMMEDIATE**

ASHTON-TATE  
Christine Thomas  
Ashton-Tate  
(213) 539-7783

2020 Hamilton Avenue  
Berkeley, California 94704  
Telephone: (415) 298-8200  
Telex: 660984 ASHTON

David Burwick  
Miller Communications  
(213) 822-4669

**ASHTON-TATE SHIPS FRAMEWORK II,  
ANNOUNCES FRAMEWORK II PROMOTION PROGRAM**

CULVER CITY, Calif., October 28, 1985 -- Ashton-Tate today announced it has begun shipping Framework II, its integrated software product that provides managers and professionals with the combined power of a stand-alone spreadsheet and word processor.

Framework II's initial shipments to distributors and major retail chains began last week. The product soon will be available through more than 3,500 authorized Ashton-Tate computer retail dealers nationwide.

"Framework II was developed in direct response to input from Framework users," said Edward M. Esber Jr., president and chief executive officer of Ashton-Tate. "Unlike other integrated products, we made Framework II's spreadsheet and word processor, the product's primary applications, to compare favorably with competing stand-alone products."

(more)

Ashton-Tate also announced plans to support Framework II in the distribution channels with special product promotions.

Each of the company's 3,500 authorized dealers will receive a free full-function evaluation copy of the product. Included in the accompanying dealer-distributor information kit will be Framework II brochures and product sales guides with special tips on how to sell the product.

In November, the company will send to its dealer-distributor network 140,000 Framework II "Samplers" that provide prospective end-users with step-by-step instructions on how to use Framework II. The Samplers contain a 40-page manual and two diskettes that have all the functions of Framework II except the "print" and "save" commands.

In a separate promotion running from November to January, 50,000 Framework II Samplers will be bundled with boxes of ten Dennison "Elephant Premium" diskettes. The Sampler/diskette combination will be sold at Ashton-Tate dealers in addition to more than 4,500 office product stores nationwide.

Framework II, built on the company's widely-acclaimed Framework product, combines a faster, larger and more powerful spreadsheet with an advanced word processor that includes an 80,000-word spelling checker, visible page breaks and a built-in mailmerge.

(more)

The two primary applications of word processing and spreadsheets are supported by fully-integrated telecommunications, database, outlining and graphics functions in addition to an expanded programming language.

Framework II's suggested retail price is \$695, the same as Framework. Until December 31, 1985, registered Framework users can upgrade to Framework II for \$140. Users who have purchased Framework version 1.0 or 1.1 since August 1, 1985, are entitled to a free upgrade. Unregistered users can call a toll free number (1-800-437-4329) for upgrade information. Registered corporate Framework users are eligible for bulk purchase discounts on volume upgrades.

One of the fastest growing companies in the personal computer industry, Ashton-Tate reported revenues of \$51.5 million and net income of \$5.8 million for the first six months of fiscal 1986, ended July 31, 1985, a substantial increase from the same period of the previous year.

# # # #