

ASHTON-TATE NEWS

ASHTON-TATE ANNOUNCES THE ASHTON-TATE GRAPHICS SERVICE AND MASTER GRAPHICS EXPRESS

Allows Users to Create and Produce Boardroom-quality Presentations

TORRANCE, Calif., December 8, 1987 -- Ashton-Tate Corporation (NASDAQ:TATE) today announced the Ashton-Tate Graphics Service and MASTER GRAPHICS EXPRESS to provide users of CHART-MASTER, DIAGRAM-MASTER, SIGN-MASTER or PRESENTATION PACK with direct, on-line capability to produce color slides, color overhead transparencies and color or black-and-white prints.

Ashton-Tate Graphics Service is a new offering from the company's Support, Services and Information Group (SSIG). MASTER GRAPHICS EXPRESS is the first product supported by the Ashton-Tate Graphics Service.

Starting today, MASTER GRAPHICS EXPRESS will be available to provide the 200,000 installed base of MASTER GRAPHICS users with slides, transparencies and prints in as little as 24 hours.

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Graphics output generated by CHART-MASTER, DIAGRAM-MASTER, SIGN-MASTER or PRESENTATION PACK can be relayed by modem directly from a personal computer to Ashton-Tate Graphics Service via a toll-free telephone number. This gives users the convenience and design flexibility to create custom presentation support materials of graphics, charts, text, diagrams and signs.

Unlike many slide utility tools, MASTER GRAPHICS EXPRESS enables users to preview the layout on their personal computer screens before the slide is produced.

"The Ashton-Tate Graphics Service and MASTER GRAPHICS EXPRESS provide a cost-effective and efficient way for our users to produce high-quality slides and, in most cases, will replace the need to buy expensive graphics equipment," said Rich DiGiovanni, vice president/general manager of SSIG.

"MASTER GRAPHICS EXPRESS allows users to have superior presentation materials at a cost that is much lower than that of traditional graphics arts methods," he said.

The MASTER GRAPHICS EXPRESS utility package includes system diskettes (5 1/4- or 3 1/2-inch) to connect users with the Ashton-Tate Graphics Service, a "Getting Started" booklet, the "MASTER GRAPHICS Guide to Presenting with Style" and a palette reference card. Suggested retail price for MASTER GRAPHICS EXPRESS is \$50.

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Ashton-Tate offers a special introductory "50 percent off on the first order" price for registered users of CHART-MASTER, DIAGRAM-MASTER, SIGN-MASTER and PRESENTATION PACK.

To purchase MASTER GRAPHICS EXPRESS, registered and new users of CHART-MASTER, DIAGRAM-MASTER, SIGN-MASTER and PRESENTATION PACK must fill out an enrollment form. Registered users will be receiving a direct mail letter containing the form and must return it to the Ashton-Tate Graphics Service, c/o Ashton-Tate Graphics Products Center, 25 Sylvan Road South, Westport, Connecticut 06880.

After Ashton-Tate receives the enrollment form, it will issue a site code and ship MASTER GRAPHICS EXPRESS to the user. With a single keystroke, users automatically are connected to the Ashton-Tate Graphics Service. Users enter their site code and then select a file for transmission.

Slides produced by MASTER GRAPHICS EXPRESS through Ashton-Tate Graphics Service are \$15 per slide for next-day delivery. All orders are shipped by overnight carrier for \$18 per order or actual charges, whichever is greater (Saturday or rush delivery may increase fees).

For normal turnaround slide service, MASTER GRAPHICS EXPRESS images received by the Ashton-Tate Graphics Service before Noon local time (local to the user's site) on any business day (excluding holidays) will be delivered the next business day via overnight air courier. Images received before Noon local time on any business day

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(excluding holidays) will be processed the following business day and will be delivered via overnight air courier on the second business day after it is received by the Ashton-Tate Graphics Service.

Saturday delivery, rush and volume orders require users to contact the Ashton-Tate Network Controller in advance to make arrangements and to determine additional delivery fees, if any. Rush orders include any images received after Noon local time for delivery the next business day.

CHART-MASTER allows users to create presentation-quality bar, area, line, and scatter and pie charts for use in business reports, proposals and presentations. SIGN-MASTER supports the creation of colorful word charts; such as title pages, summaries, outlines, schedules and tables. DIAGRAM-MASTER provides prompt-drive applications for quick creation of presentation-quality Organization and Gantt charts, and the flexibility to create customized diagrams. PRESENTATION PACK combines the company's CHART-MASTER, SIGN-MASTER and DIAGRAM-MASTER products in one unit, with an easy-access, "umbrella" menu for installation on hard disk drives.

Ashton-Tate is one of the largest developers and marketers of microcomputer business applications software. In addition to the business graphics software category, the company markets leading products in database management with industry-standard dBASE III PLUS, dBASE Mac and RapidFile; word processing with MultiMate Advantage II and MultiMate Advantage II LAN, integrated software with Framework II, and desktop publishing with Byline.

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Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations and government agencies.

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