Background

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CORPORATE FACT SHEET

COMPANY BACKGROUND

	Founded August 1980
Headquarters	20101 Hamilton Ave. Torrance, California 90502-1319 (213) 329-8000
Description	One of the largest software and service companies in the world, Ashton-Tate develops and markets microcomputer software products in four major applications categories. The company is made up of two divisions, the Software Products Division (SPD), responsible for Ashton-Tate's traditional microcomputer products business, and the Systems, Service and Information Division (SSID), responsible for providing support, service and training to Ashton-Tate customers, as well as bridging the gap that exists between microcomputers, minicomputers and mainframes.

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PRODUCTS

dBASE III PLUS

dBASE III PLUS is the most complete relational database management system for IBM Personal Computers and compatible systems. dBASE III PLUS provides depth, power, ease-of-use, and multi-user and single-user capability.

dBASE III PLUS features a pull-down menu interface, making the product's power readily accessible to beginning users. Advanced functions such as the Screen Painter, Advanced Query System, View (full relational capability), and the Applications Generator can be used without the need to learn a programming language. For experienced users, dBASE III PLUS includes more than 50 enhancements to the dBASE programming language, incorporating the features and benefits of the dBASE III Developer's Release, including Runtime+. Each dBASE III PLUS package has built-in multi-user capability for local area networks, as well as single-user capability for LAN or stand-alone PC operation. All data and programs written in dBASE III are compatible. Suggested retail price -- $695.

dBASE III PLUS LAN PACK

It allows up to five users to access and share dBASE III PLUS on a local area network with five dBASE III PLUS access programs. Suggested retail price -- $995.

dBASE II

The first successful full-function relational database management system for storing, retrieving, editing and manipulating information on microcomputers, dBASE II quickly established itself as the standard for 8-bit computers. Suggested retail price -- $495.

A second dBASE II product is RunTime, an execute only version of dBASE II meant for developers to distribute with their application programs. dBASE II royalty label price -- $50 each.

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dBASE MAC   The first DBMS for Macintosh users that is
                       easy to learn and use and has the power and
                       flexibility required to accomplish a wide
                       variety of data management tasks without
                       requiring programming skills. dBASE Mac
                       extends the Macintosh's intuitive user
                       interface and offers full implementation of
                       the mouse and window structures to simplify
                       data management tasks. An advanced
                       programming language provides applications
                       developers with a powerful development tool.
                       With first shipments scheduled for the
                       fourth quarter, the product has a suggested
                       retail price of $495.

FRAMEWORK II   An integrated package, Framework II combines
                       a powerful spreadsheet with an advanced word
                       processor that includes an 80,000-word
                       spelling checker, page breaks, and built-in
                       mailmerge.

                       The two primary applications of word
                       processing and spreadsheets are supported by
                       fully-integrated telecommunications,
                       graphics, database and outlining functions,
                       in addition to an expanded programming
                       language. Suggested retail price -- $695.

MASTER GRAPHICS   The MASTER GRAPHICS Series was designed to
                       enable business users to communicate more
                       effectively. The series includes:
                       CHART-MASTER ($375), used for bar, area, pie
                       and line charts; SIGN-MASTER ($245), used to
                       create word charts, tables and signs;
                       DIAGRAM-MASTER ($345), which creates
                       organization, Gantt charts and custom
                       diagrams; and MAP-MASTER ($395), the first
                       data-driven mapping software to provide
                       presentation-quality output.

MULTIMATE LINE   The MultiMate product line features two of
                       the best-selling word processing packages in
                       corporate America -- MultiMate Advantage
                       ($595) and the MultiMate Professional Word
                       Processor 3.3 Series ($495). The MultiMate
                       product line also includes the Business
                       Advantage keyboard ($295).

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The LAN family of products for Advantage allows it to operate on key local area networks -- including the IBM PC Network, and Novell Advanced Netware/86 and Novell Netware/86. Its universal version supports most other networks.

RAPIDFILE

A versatile, fast and easy-to-use file manager, RapidFile directly uses dBASE III PLUS files, providing transparent access to dBASE data and a growth path to more sophisticated database applications. RapidFile offers users the choice of two familiar interfaces: dBASE III PLUS pull-down menus or a Lotus 1-2-3-like horizontal menu structure. Suggested retail price -- $395.

SUPPORT AND
SERVICE PROGRAM

Introduced by the SSID in August 1986, Ashton-Tate's support and service program provides a variety of software support plans for corporations and individual users. As part of the program, the company removed copy protection from its products for all customers.

Custom Support
Plan

The Custom Support Plan offers users four levels of support: Basic, Extended I and II, and Professional. Basic Support is available to all purchasers of Ashton-Tate products and provides 90 days of free technical telephone support. The other three levels of support offer a fixed number of telephone calls, plus additional support such as discounts on Ashton-Tate books and publications, a utility disk, a remote debugging service and an Express Support Queue. The program prices are: Extended I, $50 per year; Extended II, $80 per year; and Professional, $150 per year.

Corporate Support
and Services
Program

The Corporate Support and Services Program, designed for large corporations with internal support centers, is comprised of the Corporate Support Program and the Software Care Program. The Corporate Support Program has an annual fee of $4,000 and includes a number of features, including

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a dedicated Corporate Service Representative, a toll-free number for technical support and the opportunity to preview new product. The Software Care Program ensures that customers have up-to-date versions of Ashton-Tate products. It consists of two options; the Annual Maintenance Plan and the Corporate Upgrade Program.

PUBLISHING

Ashton-Tate's Publishing Group is one of the largest such units among microcomputer software vendors. Established in 1983, it develops and markets books, book/disk packages and software add-ins that help computer users better understand and use hardware and software products. Since its inception, the group has released more than 40 publications, including Everyman's Database Primer for dBASE III PLUS and Framework II: An Introduction. The group also publishes "The Ashton-Tate Quarterly," a quarterly magazine.

MARKETING

Ashton-Tate has the most extensive marketing and distribution network in the microcomputer software industry. The company markets and distributes its software products and related books and periodicals worldwide primarily through dealers, distributors, hardware and software OEMs, value-added resellers (VARs), and its own sales force, which generates leads for dealers.

INTERNATIONAL

The company has a sophisticated international distribution network, ranging from subsidiaries in West Germany, Italy, the Netherlands, Spain, the United Kingdom and Australia to agreements with distributors in several countries, including New Zealand, Hong Kong and Mexico.

The company serves the Japanese market through Nippon Ashton-Tate, a company formed under a joint venture agreement with Japan Systems Engineering (JSE) of Tokyo. Ashton-Tate also works jointly with major European hardware manufacturers, such as Olivetti, Siemens AG and IBM, to distribute its products.

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Ashton-Tate has an exclusive marketing and distribution agreement with Javelin Software Corporation under which Javelin, a business analysis and reporting software package for the IBM PC and compatibles, is distributed outside of the U.S. and Canada.

MANAGEMENT TEAM

Edward M. Esber Jr.	chairman and chief executive officer
Luther Nussbaum	president and chief operating officer
Norman H. Block	executive vice president, finance and administration
Roy E. Folk	executive vice president and general manager, Software Products division
Ronald S. Posner	executive vice president and general manager, Systems Service and Information Division and acting vice president, international
Lawrence Benincasa	vice president, publications
Paula Cowan	vice president, human resources
E. Charles Ellison	vice president, sales
Robert D. Gafford	vice president, documentation and communications
Harvey Jeane	vice president, research and development
David H. Russian	vice president, corporate controller
Robert Carr	chief scientist
Jeb Long	chief technologist

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