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Benincasa appointed

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FOR IMMEDIATE RELEASE

BENINCASA APPOINTED VICE PRESIDENT,  
NEW BUSINESS DEVELOPMENT, AT ASHTON-TATE

CULVER CITY, Calif., Jan. 11, 1984 -- Larry Benincasa has been appointed vice president, new business development, for Ashton-Tate, the Southern California-based microcomputer software publisher, it was announced by David Cole, president and chief executive officer.

Cole said that Benincasa will be responsible for several areas in Ashton-Tate's new business development, including directing the company's publications group, and establishing a new educational/recreational book/software publishing unit. He will be based in Washington, D.C., where he will also be responsible for the company's new office there.

"Benincasa has an extensive background in the publishing field. His experience in books and software for personal computers makes him an invaluable asset to Ashton-Tate," Cole said.

Before joining Ashton-Tate, Benincasa was publisher of computer-related books and software for Reston Publishing

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Company, a subsidiary of Prentice-Hall, Inc. In his eight years on Reston's staff, Benincasa served as technology editor and senior editor of Technology and Computer Science.

In 1983 while at Reston, he realized over a fourfold increase in sales in computer book and software publishing. He was also responsible for several firsts, including Prentice Hall's first book on personal computing, and publishing its first piece of software.

Benincasa is a graduate of the Merchant Marine Academy and lives with his wife in Hendron, Virginia.

Ashton-Tate specializes in high quality microcomputer software and computer-related books. Among its products are dBASE II <sup>®</sup>, the largest selling database management system for microcomputers, and Friday! <sup>™</sup>, an easy-to-use file management package.