

For release:

IMMEDIATE

20101 Hamilton Avenue
Torrance, California 90502-1319
Telephone: 213-329-8000
Telex: 669984 ASHT TATE LSA

Contact:

Christine Thomas
Ashton-Tate
(213) 538-7783

Stephen Cooper
Miller Communications
(213) 822-4669

ASHTON-TATE SHIPS dBASE III PLUS

TORRANCE, Calif., January 8, 1986 -- Ashton-Tate today announced it has begun shipping dBASE III PLUS, its powerful and accessible database management software product that provides both stand-alone and multi-user capability in a single package.

dBASE III PLUS is the successor to dBASE III, the industry-standard database management software product for 16-bit microcomputers. International shipments began December 30, 1985, with initial shipments to domestic distributors and retail chains beginning December 31. The product will soon be available through more than 3,500 authorized Ashton-Tate computer retail dealers nationwide.

Ashton-Tate plans to ship this month a companion product, dBASE III PLUS LAN Pack, which enables three additional users to access dBASE III PLUS on a local area network (LAN).

dBASE III PLUS, introduced at Comdex/Fall '85, is a complete single-user database management system. In addition, each package has built-in multi-user capability for local area networks. dBASE III PLUS was designed to address the needs of four markets: single

(more)

user in a stand-alone environment, single user on a LAN, multi-user on a LAN, and applications developers.

The company will support distributors and Ashton-Tate authorized dealers with dBASE III PLUS sales promotion kits, which will ship in mid-January. The kits include:

- o A free, full-function evaluation copy of dBASE III PLUS;
- o dBASE III PLUS "Samplers", limited-function versions of the product that provide prospective users with step-by-step instructions on how to use dBASE III PLUS;
- o Brochures, fact sheets, and the booklet, "How to Sell dBASE III PLUS"; and
- o A salesperson's guide to the new features of dBASE III PLUS.

Ashton-Tate has already begun a major national print advertising campaign to support the retail channel, placing four-color spreads which introduce dBASE III PLUS in end user and MIS/DP publications.

Major benefits and new features of dBASE III PLUS include:

Accessibility for beginning users, provided by an improved Assistant interface, which now features pull-down menus similar to those found in Ashton-Tate's Framework II; completely re-written documentation that addresses all levels of user sophistication; and both on-disk and written tutorials.

Power without programming, with increased functionality that does not require programming knowledge. These new features include the Advanced Query System, which easily

(more)

builds complex query requests; View, which provides relational capability within the Assistant and enables users to link up to 10 files for data management and reporting; the Screen Painter, which creates custom input and output screens; and the Applications Generator, which creates custom applications without programming.

Improved speed and performance: dBASE III PLUS indexes up to 10 times faster and sorts up to two times faster than dBASE III. It retains dBASE III's one-billion-record capacity, and its stand-alone mode requires only 256K bytes of RAM.

File locking permits dBASE III PLUS to operate in stand-alone mode on a LAN, while record locking, password protection, and data encryption provide true multi-user capability.

For developers, dBASE III PLUS has incorporated more than 50 improvements to the dBASE programming language, added a data catalog feature, and retained the dot prompt interface. dBASE III PLUS offers programmers the ability to develop multi-user applications, as well as compatibility with all dBASE III programs and files.

dBASE III PLUS is priced at \$695, the same as dBASE III, which it replaces. Registered users of dBASE III, or those with proof of purchase, may upgrade to dBASE III PLUS for \$99 until March 31, 1986, and for \$140 thereafter. Those who licensed dBASE III after October 1, 1985, and all licensees of the dBASE III Developer's Release, are entitled to a free upgrade. Registered corporate dBASE III users are eligible for bulk purchase discounts on volume upgrades.

Ashton-Tate will contact registered dBASE III users by mail

(more)

to inform them of the upgrade policy. Unregistered users may call, toll-free, 1-800-437-4329, Ext. 2850 for upgrade information.

In early 1986, Ashton-Tate's Publishing Group will ship the dBASE Tools for C Series, add-in packages that enable developers to add functions, commands and programs written in the C language to dBASE III PLUS applications. Supporting publications, such as Everyman's Database Primer for dBASE III PLUS, dBASE III PLUS Trail Guide, and dBASE III PLUS for Every Business, will also be available in early 1986.

One of the fastest-growing companies in the personal computer industry, Ashton-Tate reported revenues of \$80.0 million and net income of \$10.6 million for the first nine months of fiscal 1986, ended October 31, 1985, an increase of 45 percent and 221 percent respectively from the same period of the previous year.

#

R

Ashton-Tate, dBASE, and dBASE III are registered trademarks of Ashton-Tate.