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### ASHTON-TATE INTRODUCES dBASE MAC, EXTENDING dBASE STANDARD TO THE MACINTOSH COMPUTER

PALO ALTO, Calif., August 11, 1986 -- Ashton-Tate today introduced dBASE Mac, an advanced relational database management system (DBMS) that combines the power of Ashton-Tate's dBASE products with the ease of learning and presentation capabilities of the Macintosh personal computer.

dBASE Mac is Ashton-Tate's first software offering for Macintosh users. Suggested retail price is $495. The new product's key features and benefits include:

o Ease of learning, through an extended implementation of the Macintosh point-and-click interface;

o Power without programming, through a "non-procedural" product design that enables users to perform both day-to-day (entry, manipulation and retrieval of data) and sophisticated tasks (creating relationships between data files) and generating custom multi-file reports (without the need to learn programming);

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o <u>Applications development power</u>, through the inclusion of a full-featured procedural (advanced programming) language; and

o <u>Direct access of .DBF files</u> from the IBM-compatible dBASE family of database products.

The new product, which will be available in the fourth quarter of this calendar year, was introduced today at a press conference in Palo Alto attended by Edward M. Esber Jr., chairman, president and chief executive officer of Ashton-Tate, and John Sculley, chairman and chief executive officer of Apple Computer, Inc.

According to Esber, dBASE Mac represents "a 'second-generation' Macintosh software product with very advanced technology, especially in its user interface and visual database design.  In dBASE Mac, you may well see the shape of a next generation of database management systems from Ashton-Tate.

"dBASE Mac," he said, "fulfills two key elements of Ashton-Tate's long-term strategy:  To extend the dBASE standard, and to broaden the company's product line to new market segments.

"The dBASE family, with more than 85 percent share of the U.S. retail market of microcomputer DBMS, has been an industry standard for the MS-DOS and CP/M environments since 1982. dBASE Mac extends that standard of power, flexibility and support to the Macintosh," Esber said.

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"The Macintosh is growing in acceptance as a business tool with technological enhancements such as the support of the Small Computer Systems Interface and the introduction of the Macintosh Plus.  Apple's recent successful financial results have demonstrated that the Macintosh has gained a strong foothold among professionals, small business users, and corporations," Esber said.  "dBASE Mac's primary audience is composed of these Macintosh business users."

Sculley said Apple welcomed dBASE Mac for several reasons. "It is a well-designed, advanced DBMS that brings power and relational capability to Macintosh users," Sculley said.  "Its procedural language could open the door to the development of a broad range of new applications by third parties.  We're very pleased that Ashton-Tate is supporting the Macintosh."

dBASE Mac is the result of an 18-month development effort at Ashton-Tate's Glendale (Calif.) Development Center.  The product's design is based on extensive research conducted among Macintosh users and publications developers, Apple technicians, and Ashton-Tate's Corporate Advisory Board.

## FEATURES OF dBASE MAC

To make dBASE Mac easier to learn and use, Ashton-Tate extended the Macintosh's intuitive icon-driven interface by designing pop-up menus and dialogue boxes.  They serve as

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navigation aids, prompting users with lists of options and
choices.

    With the point-and-click interface, users can quickly create
data files, and enter and modify data.  Quick Create provides a
template for data entry screens and reports.  These templates can
be used without modification, or customized using dBASE Mac's
graphic layout capabilities.

    Because it provides access to power features without
programming, dBASE Mac has been designed to meet growing user
needs.

    dBASE Mac's advanced relational capability enables users to
link up to 36 data files through common fields.  Relationships
are established by simply dragging a key field from one file to
another, using the mouse.  An arrow visually illustrates the
relationship.

    Custom multi-file reports can be generated without
programming.  dBASE Mac users may select type styles and sizes,
design and draw on the screen, and store and incorporate graphic
images.  dBASE Mac supports Apple's Imagewriter printer line, and
Laserwriter and Laserwriter Plus.

    dBASE Mac directly accesses IBM-compatible dBASE data files
and imports/exports via industry-standard ASCII text files.  It
supports a variety of field types, including multi-valued,
formula, and indexed fields.  dBASE Mac also supports a variety

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of data types, including text, date, time, logical (true/false) choices, and graphic image data.  Its file and record capacity is limited only by the size of the operating system.

For professional software developers, dBASE Mac provides advanced programming capability. Complete turn-key applications, including customized alerts and pull-down and pop-up menus, can be quickly created.  A full-featured procedural language contains a range of functions, including: pre- and post-processing; add, delete and write records procedures; conditional "if-then" statements; and numerous mathematical calculations.  Its Protect mode preserves applications for user alteration.

Ashton-Tate backs dBASE Mac with its established user support capability.  An interactive tutorial and on-disk help are included with the software as well as complete documentation and both introductory and advanced training workbooks.  The company's Publishing Group will issue an applications book, dBASE Mac in Business, its first book in a collection for dBASE Mac users, in the fourth quarter of 1986.  Ashton-Tate's customer support of dBASE Mac will be augmented by a publication exclusively for dBASE Mac users.  Lexington Research, Inc., of Lexington, Mass., is launching "New View...," a monthly newsletter for the dBASE Mac user community.

dBASE Mac requires a Macintosh with 512K bytes of random access memory (RAM) or a Macintosh Plus.  It requires a minimum of one 800K floppy disk drive, and may be installed on a number

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of hard disks, including Apple Hard Disk 20 and Corvus
OmniDrive.

Ashton-Tate, based in Torrance, Calif., is one of the
world's leading microcomputer software companies.  It reported
revenues of $41.2 million and net income of $5.1 million for the
first quarter of fiscal 1987, ended April 30, 1986, increases of
72 percent and 119 percent, respectively, from the same period of
the previous year.

In addition to the industry-standard dBASE product family,
the company markets best-selling word processing products, with
the MultiMate line, and integrated software, with Framework II.

Earlier this month, Ashton-Tate signed a letter of intent to
acquire Decision Resources, Inc., developer and marketer of The
MASTER GRAPHICS Series, best-selling business graphics products.

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