ASHTON-TATE SHIPS dBASE Mac;
NEW FEATURES INCLUDE COLOR, MAC II SUPPORT

TORRANCE, Calif., September 3, 1987 -- Ashton-Tate Corporation (NASDAQ: TATE) this week began shipping to retailers dBASE Mac, its advanced relational database management system (DBMS) for Apple Computer's Macintosh line of personal computers, the company said today.

dBASE Mac is Ashton-Tate's first database software offering for Macintosh users, and combines the power of Ashton-Tate's industry standard dBASE products with the ease of learning and presentation capabilities of the Macintosh personal computer.

dBASE Mac's advanced relational capability enables users to relate up to 32 data files. These can be "direct," "many to many," or "two-way" relationships. Relationships are established without programming by simply using the mouse and dragging a key field from one file to another. Arrows visually illustrate the relationships.

"We believe dBASE Mac is the only true relational database product for the Macintosh," said Roy E. Folk, executive vice president and general manager of the Software Products Division. "It also redefines the definition of power. Traditionally power has been described either in terms of number of features or raw performance. With dBASE Mac, power can be defined as the ability to create sophisticated relational databases without programming."

Since announcing the product, Ashton-Tate enhanced dBASE Mac to support Apple Computer's Macintosh II and Macintosh SE. The suggested retail price is $495.

dBASE Mac's key features and benefits include:

• Ease of learning, through an extended implementation of the Macintosh graphic user interface.

• Power without programming, enables users to design databases without programming including creating files and fields as well as form entry, manipulation and retrieval of data. Even

(more)

sophisticated tasks such as creating relationships between data files and generating custom multi-file reports can be done without programming.

• Applications development power, through the inclusion of a full-featured procedural (advanced programming) language; and

• Direct access of .DBF files from the IBM-compatible dBASE family of database products.

Folk added, "dBASE Mac fulfills a key strategic element of Ashton-Tate's long-term strategy: To extend the dBASE standard into new market segments. The dBASE family, with more than 60 percent share of the U.S. retail market of microcomputer DBMS, has been an industry standard since 1982. dBASE Mac extends that standard of power, flexibility and support to the Macintosh." He added, "Next year we will extend the standard again into the OS/2 world with a powerful new version of dBASE."

Lydia J. Dobyns, vice president of marketing said, "The Macintosh has gained a strong foothold among professionals, small business users, and corporations, and dBASE Mac's primary audience is composed of these Macintosh business users. dBASE Mac also redefines the definition of power for Macintosh productivity professionals, when you consider the relatively small investment of time required to develop applications."

Ashton-Tate acquired the dBASE Mac prototype in 1985, and has since completed necessary performance improvements. Functionality has also been added based on research conducted among Macintosh users, developers, Apple technicians, and Ashton-Tate's Executive Advisory Board.

DO MORE WITH LESS

"dBASE Mac employs a unique "stair-step" approach to database design and applications development," said Donald Sweet, director of decision support and Macintosh products. "The process permits novice database users to design sophisticated relationships and perform complex operations without any programming."

Sweet said users can do more with dBASE Mac than with any other Macintosh database package before "hitting the programming wall," such as generating reports, extracting data from multiple files, relating multi-valued fields and creating forms.

Custom single or multi-file reports can also be generated and later easily edited without any programming. dBASE Mac users may select type fonts, styles and sizes; using the dBASE Mac drawing interface to design forms directly on the screen.

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 dialog boxes. With the graphic

interface, users can quickly create data files, and enter and modify data.

dBASE Mac includes an automatic forms generator called Quick Create which provides a set of default formats for data entry screens and reports. These formats can be used without modification or they can be customized using dBASE Mac's MacDraw-like graphic layout capabilities.

Users can also store graphic images in data fields as they would information. These images can include logos, photographs or any other graphic data. Graphics can then be incorporated into reports and forms on an ad hoc basis. For example, invoices can picture individual graphic images illustrating the item being billed. dBASE Mac includes an image "grabber" called "Picture This" which can acquire graphics from programs such as MacPaint.

dBASE DATA FILE COMPATIBLE

dBASE Mac directly accesses IBM-compatible dBASE data files and imports/exports via industry-standard ASCII text files. Users of Ashton-Tate's leading dBASE II, III and III PLUS relational database systems can share data and files from applications directly into dBASE Mac files.

dBASE Mac supports a variety of data types, including text, date, time, logical (true/false), choices and graphic image data. It also supports a variety of field types, including multi-valued, formula and indexed fields. Its file capacity is limited only by the size of the operating system. Record capacity is limited only by available disk space.

For professional applications 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: field and view pre- and post-processors; add, delete and write records procedures; conditional "if-then" statements; and numerous mathematical calculations. Its Protect mode preserves applications from 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 soon publish, dBASE Mac in Business, its first book for dBASE Mac users.

dBASE Mac requires a Macintosh Plus, a Macintosh SE or a Macintosh II as well as a hard disk. dBASE Mac supports the following disk drive configuration: one 800K drive and any Macintosh-compatible hard disk. The product supports Apple's Imagewriter line, and Laserwriter

and Laserwriter Plus.

Ashton-Tate Corporation is one of the leading microcomputer applications software companies. It markets best-selling software products in four major categories: database management systems, with industry-standard dBASE III PLUS and RapidFile; word processing, with MultiMate Advantage II; business graphics, with the MASTER GRAPHICS Series; and integrated software, with Framework II. Recently, Ashton-Tate introduced a desktop publishing package, Byline.

In addition, Ashton-Tate markets a variety of support and services programs for applications developers, end-users, corporations and government agencies.

For the second quarter ended July 31, 1987, Ashton-Tate reported revenues of $63.6 million and net income of $10.1 million, increases of 29.8 percent and 55.4 percent, respectively, from the previous year.

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