

For release: **IMMEDIATE**

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**ASHTON-TATE ANNOUNCES NEW, COMPREHENSIVE
CORPORATE & GOVERNMENT SERVICE PROGRAM**

TORRANCE, Calif., June 1, 1987 -- Ashton-Tate Corporation today announced a new, comprehensive service program designed to meet the software support and service needs of its corporate and government customers.

The Corporate and Government Service Program, which replaces the company's former Corporate Support Program, allows users to select services from a menu of options. In addition, two cost-saving service packages are available: the Technical Support II Plus Package, which is directed toward in-depth technical support, and the Comprehensive Services Plan, which is a combination of all the services provided.

"Since the launch of our original support and services program last August, we studied the issues surrounding support and service, and carefully researched the strengths and weaknesses of our original program," said Luther J. Nussbaum, Ashton-Tate president and chief operating officer.

"We have taken our customers' feedback, and expanded and enhanced the quality and scope of support and services Ashton-

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Tate offers. The Corporate and Government Service Program delivers on our promise to better accommodate customers' needs, and reinforces our commitment to provide the most extensive and equitably-priced support and service program in the microcomputer software industry," Nussbaum said.

The new program has been designed to better serve microcomputer managers, and includes Ashton-Tate government customers in addition to its corporate customers.

Corporate and government customers now may select services to fit their particular needs or take advantage of one of the two cost-saving packages.

MENU OF SERVICES

The menu of options includes two levels of technical support (including dedicated senior technical representatives in Torrance, Calif., Westport, Conn., and East Hartford, Conn., who will become familiar with the individual customers and their needs), several subscriptions, a complete CompuServe pack and access to Ashton-Tate's on-line electronic bulletin, utilities, consultants, training services and self-study courses. Pricing varies according to options selected.

The dedicated technical representative is a senior technical representative who will proactively call the customer at least once a month to provide technical solutions and work-arounds

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(when appropriate and available). The representative also will communicate to the customer all pertinent, timely technical information and will return all telephone calls within one working day.

TECHNICAL SUPPORT II PLUS PACKAGE

Technical Support II Plus has an annual fee of \$995 and includes a number of special features such as a dedicated technical representative, a toll-free technical support number that places customers in a VIP Express Queue, unlimited calls, and notification of anomalies and work-arounds for all Ashton-Tate products through a technical update newsletter.

The program also provides subscriptions to TechNotes and MultiMate-On-line, access to CompuServe; utility diskettes for dBASE, Framework II and MultiMate Advantage II (the diskettes also include a remote debugging service through the use of Norton-Lambert's Close-up), technical support bulletins and access to Ashton-Tate's on-line electronic bulletin.

COMPREHENSIVE SERVICES PLAN

The Comprehensive Services Plan has an annual fee of \$3,000 and includes advanced technical support (which is equal to twice the amount of technical support available with Technical Support II) and additional features.

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Designed for large organizations with internal support centers, the Comprehensive Services Plan offers additional features such as a credit of \$1,500 in Ashton-Tate training seminar enrollment; subscriptions to the Ashton-Tate-Quarterly, TechNotes, MultiMate-On-line and CompuServe; and access to Ashton-Tate's on-line electronic bulletins.

The former Corporate Support Program announced on August 19, 1986, was discontinued on May 15, 1987. All customer accounts currently in effect for the former programs -- \$4,000 or \$2,000 -- will be honored. Subscribers of the former support programs will receive new program adjustments or a check for their previous services' investment.

The Corporate and Government Service Program is available directly from Ashton-Tate. Interested customers may call (213) 538-6020 for more information. Ashton-Tate has internal, dedicated Corporate and Government Service representatives available to respond promptly to account requests.

Besides its comprehensive support programs for corporations, governmental agencies and individual users, Ashton-Tate also markets leading products in four major categories: database management systems with dBASE III PLUS and RapidFile, word processing with MultiMate Advantage II, integrated software with Framework II and graphics with the MASTER-GRAPHICS Series. For the first quarter ended April 30, 1987, Ashton-Tate reported

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revenues of \$60.2 million and net income of \$9.09 million; increases of 46.2 percent and 77.5 percent, respectively, from the previous year.

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tmdBASE III PLUS, Framework II, RapidFile, MultiMate Advantage II and MASTER-GRAPHICS are trademarks of Ashton-Tate Corporation.