

Immediate

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ASHTON-TATE ANNOUNCES NEW ORDER POLICY
FOR GRAPHICS SERVICE

No minimum order required for DRAW APPLAUSE images

TORRANCE, Calif., April 17, 1989 -- Ashton-Tate Corporation (NASDAQ: TATE) today announced a new order policy for the Ashton-Tate Graphics Service, the company's service for generating professional quality presentation materials such as slides, prints and overhead transparencies.

The new policy removes the \$100 minimum order requirement to transmit DRAW APPLAUSE images to the Ashton-Tate Graphics Services. Now, users can transmit one image or an entire presentation created with DRAW APPLAUSE and transform them into full-color visuals. DRAW APPLAUSE, Ashton-Tate's presentation graphics software, seamlessly incorporates telecommunication facilities which provides a direct link to the Ashton-Tate Graphics Service.

"This new policy better serves those customers who need to make one or two changes in important presentations," said Bill Lyons, Vice President of Ashton-Tate's PC Applications division. "The Ashton-Tate Graphics Service's quick turnaround and economical pricing make it easy and cost-effective to produce full color, professional presentation materials."

(more)

Andy Hatkoff, Product Manager for the Ashton-Tate Graphics Service said, "The new policy can save customers as much as \$85 for each order processed so it represents an exceptional value." The September 1988 PC Magazine hailed the DRAW APPLAUSE Ashton-Tate Graphics Service connection as being able to easily create "slides like magic".

The Ashton-Tate Graphics Service gives DRAW APPLAUSE users the ability to image 35mm slides, full-color transparencies, 8 1/2 - by 11 - inch color cibachrome prints and black-and-white thermal prints within 24 to 48 hours, for only a fraction of the cost of traditional graphics arts methods. Rush and volume orders can be accommodated, and Saturday delivery is available.

Ashton-Tate Corporation markets best-selling business application software for DOS, Macintosh and OS/2 environments. Products are available in six major categories: database management systems, word processing, graphics, desktop publishing, integrated software and spreadsheets. The Tate Publishing division offers third-party software applications as well as books and periodicals. The company also markets a comprehensive line of service and support programs for individuals, corporations, and government agencies.

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