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ASHTON-TATE TARGETS CORPORATE ARENA IN MAJOR NEW STRATEGY

Offers Training/Support Programs  
for Dealers, Corporate Users

CULVER CITY, California -- April 2, 1985 -- Ashton-Tate, a leading publisher of microcomputer software, announced an ambitious national program to provide special support and training programs for Ashton-Tate users in major corporations and dealers selling to the corporate sector.

To showcase the launch of the "Corporate Emphasis" program the firm will host two-day seminars in five major cities--Los Angeles, San Francisco, Dallas, Chicago and New York--between April 1 and 24.

On the program's first day in each city, authorized Ashton-Tate dealers with corporate accounts will hear sales tips and strategies plus discussions and demonstrations of computer networking, micro-to-mainframe linkages, application development processes and information resource sharing. On day two, with MIS/DP executives in attendance, presentations will focus on the needs and concerns of professionals managing microprocessing acquisition and support in the corporate user environment.

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The newly-launched Corporate Emphasis program is designed to provide product and technical support, training and information exchange opportunities directly to corporate users of Ashton-Tate's best-selling dBASE III and Framework product lines.

"We view the Corporate Emphasis program as a major effort to help us capture a dominant share of the corporate market," said Edward M. Esber, Jr., president and chief executive officer, Ashton-Tate. "Our objective is to provide high-quality products plus specialized support and services that address key corporate needs. Our dBASE database management products and the integrated Framework system have gained a high rate of usage in large business organizations, an achievement we hope to build on by means of the new support programs."

Esber explained that the Corporate Emphasis program is the product of extensive research conducted by Ashton-Tate with data processing executives across the United States. Using this study, Ashton-Tate has defined and implemented product and support strategies tailored to the needs of the corporate user environment.

According to Karen Orton, Ashton-Tate's director of corporate marketing, "We have addressed not only product needs--desktop processing, application development capability, and information resource sharing--but also support and training requirements unique to large business entities."

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Orton stressed that the company has no plans to sell Ashton-Tate products directly to corporate users. "We will continue to distribute our products to these users via our authorized channels."

In Los Angeles, the seminars will be held at the Los Angeles Hilton Hotel, April 1 and 2; in San Francisco at the Mark Hopkins Hotel, April 9 and 10; Dallas, Loew's Anatole Hotel, April 15 and 16; Chicago, the Sheraton O'Hare Hotel, April 18 and 19; and New York, the Helmsley Palace Hotel, April 23 and 24.

Ashton-Tate, based in Culver City, California, is the second largest publically-owned microcomputer software publisher in the world. In fiscal year 1985 (ended January 31, 1985), the company reported record revenues of \$82.3 million.

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