

IMMEDIATE

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ASHTON-TATE ANNOUNCES SQL SERVER GOLD RESELLER PROGRAM

Torrance, California, May 4, 1989, -- Ashton-Tate Corporation (NASDAQ:TATE) today announced the Ashton-Tate SQL Server Authorized Gold Reseller Program. A complement to Ashton-Tate's US/Canadian distributor-based distribution strategy, the Gold Reseller Program is a select group of SQL Server Authorized VARs, network and system integrators who will partner with Ashton-Tate to build and/or implement SQL Server based solutions for U.S. and Canadian Fortune 1,000 corporations.

The Ashton-Tate/Microsoft SQL Server is a powerful relational database server for PC-based Local Area Networks (LANs). SQL Server is OS/2 based and can be accessed either from DOS or OS/2 workstations. With SQL Server, sophisticated resellers and consultants can leverage their customers' investment in applications development and networking, allowing them to take advantage of the powerful client/server computing

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environment.

"Systems-oriented products like SQL Server require experts available for solving end-user problems," said Wes Richards, vice president of sales for Ashton-Tate. "The most effective vehicle for delivering this support are the successful resellers, dealers, network integrators, and systems integrators who have been designing, developing, delivering, and maintaining network solutions for the MIS and Info Center Customer. Through the Gold Reseller Program, Ashton-Tate can work closely with established network resellers to facilitate the integration of the SQL Server into new and existing network solutions."

To qualify, resellers must have a proven track record of technical proficiency in network integration, application development, consulting, training, and system maintenance. Prior to authorization, Gold Resellers must be capable of on-site service and support of SQL Server customers, having completed both Ashton-Tate's SQL Server sales and technical training courses. Only a limited number of resellers will be chosen to ensure that resellers have immediate access to Ashton-Tate's technical and marketing resources. Selection will be based on the reseller's ability to provide substantial sales, support, and training to customers.

Ashton-Tate segments the SQL Server distribution channel into the following classifications. Value-Added Distributors will provide product, training, support, and service to Authorized SQL Server Resellers. Ashton-Tate's Authorized SQL Server Resellers are technically proficient in local area networks, database application development, and have completed Ashton-Tate's technical and sales training. Authorized SQL Server Resellers will provide on-site service and support to small,

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medium, and large businesses. Ashton-Tate Gold Resellers, a select subset of Authorized SQL Server Resellers, will sell and support the Fortune 1000 corporations. Finally, Ashton-Tate will announce a group of Super VARs and Independent Software Vendors (ISVs) who will deliver SQL Server to their existing resellers and customer base.

Gold Resellers will enjoy both marketing and technical privileges. Marketing programs include co-sponsored seminars, joint sales calls, cooperative marketing activities, lead generation, and joint mailings. To ensure that Gold Resellers are trained and can provide the customer with the best possible technical support, Ashton-Tate will make the following services available to Gold Resellers:

- A direct support contact line to SQL Server Technicians
- Priority status on all technical calls
- Free set of SQL Server training course materials
- Free SQL Server Certification and Tuition for one person per year

Finally, Gold Resellers have the option of purchasing SQL Server directly from Ashton-Tate.

"SQL Server is a sophisticated product comparable to a minicomputer relational database," said Doug Vaughan, vice president of sales at Marathon Systems, a system/software reseller headquartered in San Francisco that specializes in departmental computing for Fortune 500-size companies. "Ashton-Tate realizes that resellers can provide integral service and support to end users. They have spent an

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incredible amount of time providing not only technical training, but also sales and marketing training. Beyond training, at and Marathon will make joint sales calls to key customers."

Interested resellers should contact Ashton-Tate's Reseller Relations Ashton-Tate (213) 327-1111 for additional information on the Ashton-Tate SQL Server Authorized Gold Reseller Program.

Based in Torrance, California, Ashton-Tate markets best-selling microcomputer business applications software for DOS, OS/2 and Macintosh operating systems. Products are available in six major categories: database management systems, word processing, intergrated decision support software, spreadsheets, graphics, and desktop publishing. Tate Publishing offers a variety of software applications, tools and utilities, as well as a library of best selling computer hardware and software related books and periodicals.

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