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FOR IMMEDIATE RELEASE

DEVELOPER OF 'FRAMEWORK' CITED  
FOR TECHNICAL EXCELLENCE BY PC MAGAZINE

CULVER CITY, Calif., May 16, 1985 -- The designer and chief architect of Framework<sup>tm</sup>, Ashton-Tate's multi-purpose business productivity package, has received an award for technical excellence from PC Magazine.

Robert M. Carr, the chairman of Forefront Corporation, which Ashton-Tate recently agreed to purchase, was recognized for innovative excellence in developing Framework. According to PC, a biweekly computer trade publication, Framework has advanced the state of the art and changed the direction of the personal computer industry.

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Editors of PC commented that "Framework has been a winner. Its combination of speed, innovative user interface, and flexibility has set an almost insurmountable standard for integrated software."

Framework is a multi-purpose software tool for the IBM Personal Computer and other leading 16-bit computers that combines a spreadsheet and word processor with database, graphics, and communications capabilities. It also provides users with a unique outlining function to organize thoughts and ideas.

Ashton-Tate has held a 15 percent equity interest in Forefront since August 1983 and has an option to purchase the company.

"The recognition of Robert Carr's technical excellence in developing Framework underscores Ashton-Tate's reasons for agreeing to purchase the remaining interest in Forefront Corporation and, in so doing, acquiring one of the most inventive and innovative technical resources in the industry," said Edward M. Esber, Jr., president and chief executive officer of Ashton-Tate.

Ashton-Tate began shipping Framework in July, 1984. The multi-purpose package accounted for 18 percent of the company's net revenues for the fiscal year ended January 31, 1985, although shipping for only six of those months.

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Framework, which is one of the ten best-selling business packages in the history of the microcomputer software industry, also won PC Magazine's recent "Spreadsheet Face-off" and was named "Software Product of the Year" in France. In addition, Framework has been cited as an outstanding product by many members of the editorial community.

Carr was one of several industry talents recognized last week at PC Magazine's first annual awards for technical excellence at COMDEX/Spring in Atlanta.

Prior to co-founding and supervising the development of the Sunnyvale, California-based Forefront Corporation, Carr served with Xerox's Palo Alto Research Center where he worked on predecessors of the Xerox Star and Small Talk products. He holds B.S. and M.S. degrees from Stanford University, Palo Alto, California.

Ashton-Tate is one of the leading microcomputer software companies worldwide. The company also includes a publishing unit that produces books as well as a quarterly magazine. For the fiscal year ended January 31, 1985, the company had net revenues of \$82.3 million.

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