

ASHTON-TATE



INFORMATION

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ASHTON-TATE ANNOUNCES NEW OPERATION IN JAPAN

CULVER CITY, CALIF., May 7, 1985 -- Ashton-Tate, a leading developer and marketer of microcomputer software, today announced it has reached an agreement with Software International, a wholly owned subsidiary of the Japan Systems Engineering Corporation (JSE), to form a partnership in Tokyo, Japan. The new company formed under the partnership will be called Nippon Ashton-Tate.

"Our agreement with Software International represents the latest stage in Ashton-Tate's strategic plan to build upon its worldwide presence and broaden its market overseas," said Ronald S. Posner, executive vice president marketing, sales and international.

"We plan to do more than just translate U.S.-made products into Japanese," Posner continued. "Our goal is to produce and market software that combines the best of both worlds -- our dBASE technology and worldwide marketing expertise with Japanese know-how. There are unique requirements for doing business in Japan, and we will rely on the expertise of our Japanese partners to enable us to produce and market software products that satisfy the specialized needs of the Japanese marketplace."

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"The new company will be managed and operated by the Japanese," said James B. Lewis, managing director of Ashton-Tate's Far East Operations, headquartered in Tokyo. "However, under the agreement, Ashton-Tate will monitor the quality control of Nippon Ashton-Tate products and agreements with original equipment manufacturers (OEMs) in Japan."

Ashton-Tate has been doing business in Japan for approximately two years, with Software International as its exclusive distributor. The company has seen dBASE II become the leader in database management systems, accounting for more than 90 percent of that market. dBASE II is also the second largest selling microcomputer business software product overall in Japan. Nippon Ashton-Tate will continue to market dBASE II and plans to introduce dBASE III in the next few months.

Ashton-Tate's move into Japan reflects the growth of the Japanese market and the increasing demand for Ashton-Tate products in the Far East. The company plans to use its Tokyo headquarters as a base to expand its Far East operations. Already, the company has a distribution agreement with Advanced Computing Resources Ltd. to distribute Ashton-Tate products in Hong Kong and Singapore.

Since Ashton-Tate's entry into the international marketplace in 1983, dBASE II has been translated into 11 languages. dBASE III, Ashton-Tate's best-selling database management system for

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16-bit computers, is available in seven languages and is currently being translated into Japanese. Framework, a multi-function productivity package, has also been translated into seven languages.

Ashton-Tate places strong emphasis on global markets and is continuously seeking new markets abroad. For the fiscal year ended January 31, 1985, international sales and exports accounted for 22 percent of the company's revenues.

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