ASHTON·TATE

™

INFORMATION

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ASHTON-TATE SIGNS MAJOR PACTS
WITH DISTRIBUTORS IN AUSTRALIA AND FAR EAST

CULVER CITY, Calif., May 7, 1985 -- Ashton-Tate, a leading developer and marketer of microcomputer software, today announced it has signed major distribution agreements that will bring the company's full line of business productivity products to Australia, New Zealand, Hong Kong, and Singapore.

Ronald S. Posner, executive vice president, marketing, sales, and international for Ashton-Tate, said Arcom Pacific of Brisbane, Australia, will distribute and fully support the company's products in Australia and New Zealand. Advanced Computing Resources Ltd. of Hong Kong will distribute and support Ashton-Tate products in Hong Kong and Singapore.

"These agreements in Australia, New Zealand, and the Far East will significantly increase our market penetration there," Posner said. "They also solidify our lead over all competitors in the international microcomputer software market."

(more)

With the agreement, Arcom Pacific will also manufacture dBASE II for Australia and New Zealand. Arcom Pacific has offices in Sydney and Melbourne, Australia, and Hamilton, New Zealand, in addition to its Brisbane headquarters. Two sub-distributors will assist Arcom in Australia.

Advanced Computing Resources Ltd. of Hong Kong will distribute English-language versions of the dBASE products and Framework in Hong Kong and Singapore, emphasizing direct sales to major corporations, and fully supporting the Ashton-Tate product line to corporate and individual end users.

Both Arcom Pacific and Advanced Computing Resources Ltd. are Ashton-Tate master distributors, offering international users the same high-quality, localized service and support -- including technical hot-lines and informational newsletters -- that Ashton-Tate provides in the United States.

"Support is a crucial issue in our international markets, as it is in the United States," noted Posner. "Both these master distributors are committed to providing a high level of support and training to their customers for all Ashton-Tate products."

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Ashton-Tate is one of the leading microcomputer software companies worldwide. Its products include dBASE II and dBASE III, the best-selling microcomputer database management systems, and Framework, a critically-acclaimed multi-purpose package. The company also has a publishing unit that produces books as well as a quarterly magazine. International sales accounted for 22 percent of Ashton-Tate's $82.3 million in revenues for the the fiscal year ended January 31, 1985.

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