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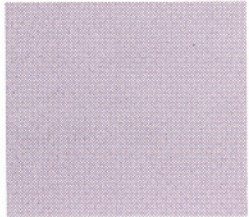
INFORMATION ™

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FOR IMMEDIATE RELEASE

ASHTON-TATE, SOFTWARE AG TO MARKET
NEW MICRO-TO-MAINFRAME CONNECTION

CULVER CITY, CALIF., May 20, 1985 -- Ashton-Tate^{tm} today

announced an agreement with Software AG Systems, Inc. under which

the two companies will market a micro-to-mainframe link that

allows data to be directly transferred between Software AG's

ADABAS^{tm} mainframe database system and Ashton-Tate's dBASE III^{tm}

and Framework^{tm}.

The letter of intent signed by the two companies also calls

for joint development of future products.

The micro-to-mainframe link, called NATURAL/CONNECTION^{tm}

Version 2, allows for the direct exchange of data between

microcomputers and mainframes, eliminating the need for an

intermediate database. Authorized users will be able to gain

direct access to production data without leaving their

microcomputer applications.

The NATURAL/CONNECTION Version 2 link will be transparent to

users, and is a truly easy-to-use and learn micro-to-mainframe

link.

(more)

"This alliance with Ashton-Tate is important to us because of the company's dominant position in the microcomputer database market," said Stuart J. Miller, president and chief executive officer of Software AG. "Combining Software AG's mainframe software experience with Ashton-Tate's microcomputer knowledge, we have developed the first micro-to-mainframe connection that provides transparent application-to-application communication. This is what users have been demanding all along."

Ashton-Tate's dBASE III is the top-selling relational database program for 16-bit microcomputers, while Framework is a multi-purpose program that combines a spreadsheet and word processor with database, graphics, and communications functions. Framework has won several awards in the U.S. and overseas, including best multi-function product in the PC Magazine-sponsored "Spreadsheet Software Face-Off."

ADABAS is a highly-touted database management system for mainframe computers that was recently rated number one for IBM computers by Datapro and Data Decisions surveys.

"Our recently instituted Corporate Emphasis Program revealed a strong desire by corporate users to efficiently tie microcomputers and mainframes together, while maintaining high levels of security," said Ronald S. Posner, executive vice president, marketing, sales and international for Ashton-Tate. "This agreement with Software AG satisfies that desire and represents another strategic move by Ashton-Tate to provide solutions for corporate users."

(more)

The letter of intent calls for joint marketing and advertising of the NATURAL/CONNECTION Version 2. In addition, sales and support teams from both companies will be trained on each others' products. Each company will be responsible for support of its own products.

NATURAL/CONNECTION Version 2, available in August, will be sold as an extension to Software AG's ADABAS and NATURAL^{tm} products. Price for the mainframe software is $15,000 to $25,000 depending on the operating system used by the computer and volume. The microcomputer portion of the connection will be priced at $250 to $1,000 per package, based on volume.

Software AG is the leading worldwide supplier of advanced information management solutions. Total worldwide revenues for Software AG and related companies were approximately $100 million in 1984.

Ashton-Tate is one of the leading microcomputer software companies worldwide. In addition to developing and marketing software, the company includes a publishing group which produces books and a quarterly magazine. For the fiscal year ended January 31, 1985, the company had net revenues of $82.3 million.

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INFORMATION

FOR IMMEDIATE RELEASE

ASHTON-TATE ANNOUNCES RESIGNATION OF VICE PRESIDENT-SALES

Culver City, CA., May 17, 1985 -- Ashton-Tate, a leading publisher of microcomputer software, today announced the resignation of Carl Gritzmaker as vice president of sales. Gritzmaker plans to retire and pursue personal interests.

"We are sorry to see Carl leave the company and wish him the best of luck in his future plans," said Ronald S. Posner, Ashton-Tate's executive vice president of marketing, sales and international. "Carl was hired to build and develop a sales force, as he has done at other companies, and he has successfully fulfilled that goal. Our new sales team is securely in place, and there will be no disruption in our sales activities due to Carl's departure."

Chuck Ellison, Ashton-Tate's director of North American sales, will assume the majority of Gritzmaker's duties, while David Patrick, previously director of marketing -- international, has been appointed director of strategic sales, with responsibility for Original Equipment Manufacturers (OEM's) and Value Added Remarketers (VAR's).

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