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ASHTON-TATE
OPERATIONS IN MEXICO
Fact Sheet

	<u>MEXICO</u>	<u>USA</u>
LOCATION:	SISTEMAS GERENCIALES APLICADOS (DISTRIBUTOR) AV. PATRICIO SANZ 754 MEXICO 03100 D.F.	ASHTON-TATE (INTERNATIONAL CORPORATE HEADQUARTERS) 10150 W. JEFFERSON BLVD. CULVER CITY, CA 90230 USA
TELEPHONE:	(905) 211-1543	(213) 204-5570
MEDIA CONTACT:	FRANCISCO GOANA	SUZANNE WALKER
MANAGEMENT:	DIEGO VALDIOSERA, PRESIDENT ENRIQUE RUBIO, GENERAL MANAGER	RON POSNER, V.P. & GENERAL MANAGER, INTERNATIONAL DIVISION JON SEEGER, DIRECTOR OF INTERNATIONAL SALES & MARKETING, USA
FORMED:	Ashton-Tate, a Southern California-based software publishing and manufacturing company formed in August 1980, entered the international arena in late 1982. Although Ashton-Tate products have been both visible and highly regarded in the Mexican market since 1983, Ashton-Tate did not formally enter the Mexican market until January, 1985, via a distributor agreement with Sistemas Gerenciales Aplicados (SIGA).	

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PRODUCTS:

High-quality software products for microcomputers, including:

Framework, a multi-function productivity package which allows the user to create finished documents that can include graphs, outlines, text, spreadsheets and database information. Framework also contains a high-level programming language and telecommunications module.

dBASE III, a powerful yet easy-to-learn and use database management system for 16-bit and larger computers. It allows users to enter, manipulate and retrieve large volumes of data. With dBASE's comprehensive programming language, users are able to develop customized applications to solve their day-to-day business problems.

dBASE II, a powerful database management system which has emerged as the top-selling database management system in the world for 8-bit computers. dBASE II has been chosen as a standard for information management in the Mexican government.

dBASE II is currently translated into Spanish, with dBASE III and Framework to follow soon.

PROSPECTIVE:

Ashton-Tate has signed a \$1 million distribution agreement with SIGA. Under the one-year agreement, SIGA has the rights to distribute Ashton-Tate products on a non-exclusive basis in Mexico as a master distributor.

After a long evaluation process, Ashton-Tate selected SIGA due to its comprehensive marketing strategy and its outstanding reputation for product support and training.

FUTURE:

SIGA has developed an aggressive program of local sales, training and support of Ashton-Tate's products via an extensive dealer network that will stimulate and open up the vast market in Mexico for Ashton-Tate.

Additionally, SIGA will implement a program to educate Mexican end-users on how to use microcomputer systems and software for business and organizational needs.

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