ASHTON-TATE NEWS

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SIMON & SCHUSTER'S BRADY UNIT TO
DISTRIBUTE ASHTON-TATE BOOKS

NEW YORK -- Simon & Schuster's Brady Computer Books unit will become the exclusive distributor to the book trade of Ashton-Tate computer books and book/disk packages, the company announced today.

"Ashton-Tate's high quality, widely-respected publications will complement and broaden Brady's extensive line of software-oriented computer books," said Michael Mellin, Brady's associate publisher.

Bill Jordan, director of Ashton-Tate Publishing Group added, "Simon & Schuster's considerable expertise in the trade book market offers us a valuable sales and marketing network that will heighten our products' visibility in the marketplace."

Brady titles, which are designed for serious programmers as well as novice business users, cover subjects in the microcomputing field. They include titles for the IBM PC/AT/XT and compatibles, the Apple I/IIC/III/IIGS and Macintosh. Brady also publishes Brady Utilities, unique book/disk packages in which fully operable software is accompanied by detailed instruction and professional-level documentation.

(more)

The Ashton-Tate Publishing Group will continue to sell its books and book/disk packages to the computer retail market along with its software and hardware products, both individually and bundled.

Ashton-Tate Corporate is one of the largest developers and marketers of business applications software for microcomputers. In 1983, Ashton-Tate became the first microcomputer software company to create a publishing group. The Ashton-Tate Publishing Group produces an extensive assortment of illustrated journals, books, book/disk packages, software add-ins and utilities to help computer users better understand and use a variety of hardware and software products.

Ashton-Tate also markets microcomputer software products in categories such as database management, word processing, presentation graphics, spreadsheets, desktop publishing and integrated decision support products as well as a comprehensive line of service and support programs for individuals, corporations and government agencies.

Brady Computer Books is a unit of Simon & Schuster's Consumer Group. Simon & Schuster, the publishing/information unit of Gulf+Western Inc., is also engaged in education publishing and professional information services.

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