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ASHTON-TATE ANNOUNCES RESTRUCTURING OF ITS EUROPEAN OPERATIONS

TORRANCE, California, June 5, 1990 -- Ashton-Tate Corporation (NASDAQ: TATE) today announced a restructuring of its European Division into five geographic regions: Northern, Central & Southern, German, Eastern and Distributor. The company also announced that it will be expanding its Nordic operations, headquartered in Stockholm, Sweden.

"This realignment accomplishes two main objectives," said Floyd Bradley, vice president and general manager of Ashton-Tate Europe. "First, it allows us to expand our business in Europe and the Middle East more rapidly by enabling us to respond more quickly to market opportunities and customer demands. Secondly, the new structure allows us to leverage the strong management talent that we have within our European operations in high growth areas such as Scandinavia and Southern Europe," Bradley explained.

Under the new structure, Ashton-Tate's European and Middle Eastern sales regions now include the following:

* The Northern Region, headed by Managing Director, Paul Sloane out of Maidenhead, England, will now include the United Kingdom, the Republic of Ireland, Sweden, Norway, Denmark, Finland and Iceland.

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- * The Central & Southern Region will encompass Benelux, Spain, Portugal, Italy, Greece, Turkey, Israel and the Middle East and will be run by Managing Director Herman DeLatte from the region's headquarters in Amsterdam.
- * The German Region consists of West Germany, East Germany, Austria and Switzerland, and is run by Managing Director Wolfgang Schroeder in Frankfurt.
- * The new Distributor Region includes France and Ashton-Tate's exclusive distributor for France, La Commande Electronique (LCE), and will be managed by Robin Taylor, European Finance Director, from the company's European headquarters in Slough, England.
- * The Eastern Region will cover Eastern Europe and will be headed by Managing Director Hans Mooren, out of Amsterdam.

All of the regional Managing Directors will report to Bradley, who is returning to the company's European headquarters in June, after spending several months in the US as interim vice president and general manager of Ashton-Tate's Database Division.

In addition to the regional realignment, the company also announced the appointment of Nick Pollard, currently European Marketing Director, to the position of General Manager of Ashton-Tate Nordic. Pollard will report to Paul Sloane in this new role.

Headquartered in Torrance, California, Ashton-Tate Corporation develops and markets microcomputer business applications and advanced connectivity software. The company's major product categories include database management systems, word processing, integrated decision support, spreadsheets, graphics and software utilities.

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Ashton-Tate Announces European Restructuring

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Ashton-Tate has international operations in most countries around the world, with products available in 20 languages in more than 50 countries. The company also offers a comprehensive line of training and support services for individuals, corporations and government agencies.

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