

ASHTON-TATE



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For Immediate Release

ASHTON-TATE ANNOUNCES FIRST QUARTER RESULTS

CULVER CITY, Calif., June 15, 1984 -- Ashton-Tate<sup>TM</sup> (OTC: TATE) today announced results for the quarter ended April 30, 1984. As compared with the prior quarter, the company's net revenues were \$11,207,000, down from \$13,545,000; net income was \$149,000, down from \$1,765,000; and earnings per share were \$.02, down from \$.20. During the first quarter of the prior fiscal year, the company had pro forma\* net revenues of \$7,054,000, pro forma net income of \$1,571,000 and pro forma earnings per share of \$.21.

According to David Cole, Ashton-Tate's president and chief executive officer, the lower revenues were due to heightened competition and customer anticipation of the recent introduction of the company's advanced database management system, dBASE III<sup>TM</sup>. Cole stated that Ashton-Tate expects higher revenues during the second quarter primarily from shipments of dBASE III and the company's recently announced integrated product, FRAMEWORK<sup>TM</sup>.

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"Both dBASE III and FRAMEWORK have already received a tremendous reception from the press and from our customers," he declared. "FRAMEWORK shows every indication that it will be a major product, and the introduction of dBASE III is releasing pent-up demand. We're confident the dBASE<sup>TM</sup> product line will remain the dominant force in the microcomputer database management system market."

Cole said that, in addition to lower revenues, net income for the quarter was reduced from the prior quarter primarily by increased promotional and advertising spending, including that for new products.

"We believe that effective advertising and promotion are essential to achieve and maintain significant share in today's market," he said. "We view this spending as an investment in the future." He indicated that advertising and promotional expenses are expected to increase further during the second quarter due to costs associated with the launch of dBASE III and FRAMEWORK.

In commenting on the year as a whole, Cole added, "We expect dramatically improved results during the third and fourth quarters, and we believe Ashton-Tate will end the year with record revenues and excellent earnings."

Ashton-Tate is a leading developer and publisher of microcomputer software products and related books and periodicals. Among its products are dBASE II<sup>R</sup>, historically the world's largest-selling microcomputer database management system, Friday!<sup>TM</sup> and the recently announced dBASE III, FRAMEWORK and dBASE<sup>TM</sup>/Answer<sup>TM</sup>.

COMPARATIVE QUARTERLY RESULTS

(In thousands, except per share data)

	Quarter Ended		
	April 30, 1983		April 30, 1984
	(Pro Forma)*	(Historical)	
Net Revenues	\$7,054	\$9,291	\$11,207
Pre-Tax Income	3,108	1,950	288
Net Income	1,571	1,053	149
Earnings Per Share	\$ 0.21	\$ 0.15	\$ 0.02

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\*Ashton-Tate's pro forma results retroactively reflect the divestiture of two of its divisions and the acquisition of certain product rights during the first half of fiscal 1984. Pro forma adjustments do not affect financial data subsequent to July 31, 1983.