

ASHTON-TATE

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FOR IMMEDIATE RELEASE

ASHTON-TATE NAMES CARY HOBBS  
MANAGING DIRECTOR, UNITED KINGDOM

CULVER CITY, CA., June 20, 1985 -- Ashton-Tate, a leading international developer and marketer of microcomputer software, has named Cary Hobbs managing director, United Kingdom. Since 1984 he had been Southwest district manager for Ashton-Tate, based in Dallas.

Hobbs will be responsible for Ashton-Tate's marketing, sales and support, subsidiary operations and distributor relations in Great Britain. He will report to James F. Mirrieles, European director for Ashton-Tate, and will be based at Ashton-Tate's offices in Maidenhead, Berkshire, England.

"Ashton-Tate is the international leader in microcomputer software sales, and we intend to build on that position," said Ronald S. Posner, executive vice president of marketing, sales and international for Ashton-Tate. "Cary

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Hobbs has experience as both a corporate manager and an entrepreneur. His mission is to increase our dominant market position in Britain, expand distribution and develop new market opportunities."

Hobbs' professional experience includes 11 years with IBM in marketing and management positions. In 1968, he joined IBM's Office Products Division in Dallas and rose quickly to a management position. Hobbs instructed at IBM's National Marketing Training School, where he taught all aspects of sales. He then headed IBM's Management Operations School, which he introduced to IBM's European companies.

Before joining IBM, Hobbs was an entrepreneur, and helped to conceive, fund and manage a variety of businesses including high technology and computer-related companies. He served as chairman of Carrigan/Hobbs & Associates and president of Miller Energy Resources, Inc., and was a general partner of two other companies.

Hobbs has a bachelor's degree in business administration from Texas Tech University.

In a related move, Ashton-Tate also appointed David Patrick director of strategic sales. Previously director of marketing for Ashton-Tate's international operations since August 1984, Patrick will be responsible for Original Equipment Manufacturers (OEM's) and Value Added Remarketers (VAR's) in

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the United States.

Prior to joining Ashton-Tate in May 1984 as manager of sales support systems, Patrick was sales operations manager for Lotus Development Corporation's corporate accounts division from April 1983 until May 1984. From September 1981 to April 1983, he served as manager of computer dealerships for Massachusetts-based CPU Computer Corp, where he handled accounts for IBM, Apple and Fortune.

Ashton-Tate is a leading international microcomputer software company. Its dBASE II, the standard in database management software for eight-bit microcomputers, is available in 11 languages. dBASE III, the top-selling relational database program for 16-bit micros, and Framework, a multi-purpose package that combines a spreadsheet and word processor with database, graphics, and communications functions, are each available in seven languages. In addition to the U.K., the company has subsidiaries in the Netherlands, Spain and West Germany, as well as a network of master distributors, distributors and sales representatives worldwide.

The company also includes a publishing unit, which produces books as well as a quarterly magazine. For the fiscal year ended January 31, 1985, the company had revenues of \$82.3 million.

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