

ASHTON-TATE



INFORMATION

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FOR IMMEDIATE RELEASE

To Feature 'Courseware' Products

NEW AUTHORIZED TRAINING CENTER PROGRAM

SET BY ASHTON-TATE TO SUPPORT USERS

CULVER CITY, California, June 28, 1985 -- Ashton-Tate^R
has launched a national Authorized Training Center program to
provide new learning opportunities for end-users of its
best-selling dBASE II^R, dBASE IIITM and FrameworkTM business
software products.

The Authorized Training Center program will appoint free-
standing training organizations and Ashton-Tate dealers with
training centers to offer instruction on Ashton-Tate
software.

All centers will use "Courseware" materials specially
developed for this program by Ashton-Tate to cover
introduction to, use of and programming with dBASE II, dBASE III
and Framework or their own materials which have been reviewed by
Ashton-Tate for technical accuracy.

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"Ashton-Tate strongly believes that a customer is entitled to an entire support program when purchasing a software product, not just a floppy disk," said John C. Merson, vice president of marketing. "The Authorized Training Center program is designed to provide the comprehensive after-sale support that our customers need and expect."

When each training center or group meets qualifications for authorized status, it becomes eligible for special pricing on Ashton-Tate software products and publications. The company will also provide a direct access identification number for telephone technical support to members of each training center staff.

Authorized Training Centers purchase a licensed training center kit which includes: a program information letter, an endorsement letter, window sticker, wall plaque and evaluation copies of the company's new workbooks titled, "Introduction to Framework Courseware" and "Introduction to dBASE III Courseware." Ashton-Tate publications -- "TechNotes," "Ashton-Tate Quarterly," "Dealer Update" and "Corporate Update" -- are also included.

In addition, Authorized Training Centers are provided with public relations support through Ashton-Tate's publications along with marketing and promotion support through point-of-purchase materials, posters and product brochures.

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The fee for an Authorized Training Center kit is \$1,000 annually and is valid through December 31 of the year in which the agreement is signed. For mid-year sign-ups, the fee will be pro-rated. Discounts can be arranged for multiple sites.

Ashton-Tate is among the leading microcomputer software companies worldwide. The company also includes a publishing unit that produces books as well as a quarterly magazine. The company's net revenues for the first quarter of fiscal 1986 were \$24.0 million, up 114 percent from net revenues of \$11.2 million for the same quarter a year ago.

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