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FOR IMMEDIATE RELEASE

ASHTON-TATE SELECTS CHIAT/DAY
AS AD AGENCY

CULVER CITY, Calif., July 11, 1985 -- Ashton-Tate, a leading developer and marketer of microcomputer software, today announced that it has named Chiat/Day, San Francisco, as its advertising agency of record.

"After a comprehensive search, we are extremely pleased to be working with Chiat/Day, an agency with an excellent reputation for powerful and innovative advertising," said John C. Merson, vice president, marketing for Ashton-Tate. "With the support of Chiat/Day, we aim to solidify our position as a worldwide leader in the microcomputer software market."

The Los Angeles office of Dancer Fitzgerald Sample, Inc., replaced by Chiat/Day, will provide continued support to Ashton-Tate during the agency transition period. Merson commented, "We are very pleased with the level of service demonstrated by DFS during their 17-month tenure with us. At the same time, we feel market conditions require a fresh creative approach."

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Chiat/Day will handle national and international advertising activities for Ashton-Tate's entire line of software programs. These include dBASE III, the top-selling relational database program for 16-bit microcomputers, and Framework, a multi-purpose program that provides decision-makers with full-function spreadsheet and word processing capabilities as well as database, graphics, communications and outlining functions.

"We have gained extensive experience in support of many high technology clients and look forward to bringing the benefits of this experience to serving Ashton-Tate's advertising needs," said Fred Goldberg, executive vice president and general manager for Chiat/Day's San Francisco office.

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. For the first quarter of fiscal 1986, ended April 30, 1985, the company had net revenues of \$24.0 million and net income of \$2.35 million, a substantial increase over the same quarter of the previous year.

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Chiat/Day, with offices in San Francisco, Los Angeles and New York, has projected 1985 billings of \$295 million. The agency has a broad range of clients representing a variety of industries. Clients include Apple Computer, Businessland, 3M, California Cooler, Miller Brewing and Nike.

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