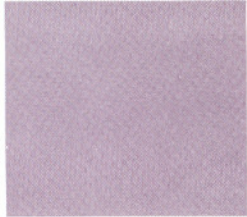# ASHTON·TATE

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INFORMATION

ASHTON-TATE TO EXPAND
ON SUCCESSFUL COURSE DURING 1985

CULVER CITY, Calif. -- Ashton-Tate, the second largest publicly-owned publisher of microcomputer software, is charting a new direction designed to reach computer users worldwide.

"Our products are designed to put people in control of their computers," said Edward M. Esber, Jr., president and chief executive officer of Ashton-Tate. "During 1985 we plan to go 'back to basics'. We'll reach potential users by showing them through simple, step-by-step directions just how easily Ashton-Tate products can increase their individual productivity."

Ashton-Tate products include: the best-selling dBASE III and dBASE II database management systems (DBMS); Framework, a multi-function productivity software package; dBASE/Answer, a micro-to-mainframe link for Ashton-Tate products, and dBASE II RunTime.

Founded in 1980 with less than $12,000 in capitalization, the company has grown rapidly. Revenues for the fiscal year ended January 31, 1985 were $82.3 million compared to $39.8 million for the previous fiscal year ended January 31, 1984.

(more)

Ashton-Tate's initial success was triggered by dBASE II, which was first shipped in early 1981. dBASE II quickly became the largest-selling relational database management system in the world, with more than 350,000 units shipped to date.

dBASE II established the dBASE technology as the industry standard for database management systems. The product runs on more than 40 different computers and is available in 11 languages including French, German, Spanish and Japanese. Today, dBASE II is still the top-selling database management system in the world for 8-bit business microcomputers.

In June 1984, Ashton-Tate began shipping dBASE III, which has already become the premier DBMS for 16-bit microcomputers. With the shipment of Framework, in July 1984, Ashton-Tate became the first leading software company to successfully establish itself in two product categories: database management systems and integrated software.

ASHTON-TATE PRODUCTS

dBASE II -- The best-selling relational database management system in the world for 8-bit microcomputers. Available in 11 languages, with more than 350,000 units shipped to date.

dBASE III -- dBASE III is a powerful relational database management system for 16-bit microcomputers. Currently the leading microcomputer database management system, dBASE III is designed to be easy-to-learn and to use.

(more)

dBASE III allows the user to store, manipulate and retrieve large volumes of data and includes a programming language for the development of vertical applications.

Framework -- A new concept in multi-function productivity software, Framework allows users to create finished documents that can include graphs, outlines, text, spreadsheets and database information. Framework is capable of using files created with other programs including the dBASE products, WordStar or Lotus 1-2-3 without retyping of data. Framework also has a high-level programming language, "Fred", that enables the user to develop specific or vertical applications.

dBASE/Answer -- Developed jointly with Informatics General Corporation, dBASE/Answer allows a user to transfer (download) information from corporate mainframe databases to the individual's personal computer. The information can then be analyzed and manipulated with any of Ashton-Tate's family of products.

dBASE II RunTime -- dBASE II RunTime is a product designed to allow independent software developers to protect their dBASE program code and to market their dBASE II applications as stand-alone products.

With more than 1,600 independent application programs already developed, RunTime has literally turned the development of programs written in the dBASE language into an industry.

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