



For release:

Contact: IMMEDIATE

Gail Pomerantz
Ashton-Tate
(213) 329-8000

Mel Webster
Miller Communications
(617) 536-0470

2001 Hamilton Avenue
Torrance, California 90502-4319
Telephone: 213-329-8000
Telex: 669984 ASHTTATE USA

**ASHTON-TATE STEPS UP EFFORT TO CURB
ILLEGAL COPYING OF SOFTWARE IN FOREIGN MARKETS**

TORRANCE, Calif., January 27, 1986 -- Ashton-Tate, a leading developer and marketer of microcomputer business software, today announced it has taken steps to fight illegal copying of software in the international marketplace.

Ashton-Tate officials are working with the U.S. Department of Commerce's International Trade Administration in an effort to halt the problem which costs U.S. software companies hundreds of millions of dollars in annual revenues. As part of that effort, Raymond Ahlberg, Senior Industry Specialist, within the office of Science and Electronics, recently spent two months at Ashton-Tate meeting with company officials and researching the piracy situation.

"Illegal copying of software is the major trade barrier facing U.S. microcomputer software companies in international markets," said Ronald S. Posner, Ashton-Tate's executive vice president, sales and international. Posner recently addressed a

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Department of Commerce meeting on international piracy of software.

"We have taken a leadership role in eliminating international piracy to protect the large investment we have made in foreign countries," Posner said.

Commerce's Deputy Assistant Secretary for Science and Electronics, George T. DeBakey, added that his agency in conjunction with the Association of Data Processing Service Organizations (ADAPSO), is developing a series of informational seminars to be presented to software companies in 1986. Seminars will include topics such as intellectual property rights (software piracy), exporting software and government regulations and policies.

The international market represents a significant business opportunity for U.S. microcomputer software companies. The U.S. market currently accounts for between 70 and 75 percent of worldwide software consumption, but the international market is growing at a much faster rate.

In fiscal 1985, international sales accounted for 22 percent of Ashton-Tate's total revenues. That figure is expected to increase in the current fiscal year.

"As in the U.S., where we are also actively involved in fighting piracy, there is commercial, corporate and casual illegal copying of programs abroad," Posner said.

"Internationally, we are focusing on commercial piracy in which

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illegal copies of programs and documentation are sold for profit causing a substantial revenue drain for U.S. companies."

Courses of action, suggested by the Department of Commerce for U.S. microcomputer software companies, include establishing an industry-financed and operated war chest to fight the international piracy problem through litigation and public education, and greater cooperation with government agencies. Possible government actions could center on continued vigorous use of the powers available in existing U.S. trade laws. These laws provide incentives and sanctions that could persuade nations to improve their record of protection for U.S. software against piracy.

Ashton-Tate is one of the largest microcomputer software companies worldwide. For the nine month period ended October 31, 1985 the company reported record revenues of \$80 million and net income of \$10.6 million.

The company's products include dBASE III PLUS, dBASE III PLUS LAN Pack, Framework II and the MultiMate word processing line.

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