

News



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ASHTON-TATE LAUNCHES AUTHORIZED EDUCATIONAL RESELLER PROGRAM; SIGNS TWO NATIONAL DISTRIBUTORS

TORRANCE, Calif., January 30, 1990 -- Ashton-Tate Corporation (NASDAQ:TATE) today launched an Authorized Educational Reseller Program and named two national educational product distributors, Soft-Kat, Inc. of Chatsworth, California, and NACSCORP, of Oberlin, Ohio.

Under the Authorized Educational Reseller Program, Ashton-Tate will authorize resellers to sell educational versions of its software products to colleges, universities and other educational institutions. Authorization will be granted following the company's review and approval of completed application forms which are currently being mailed to resellers nationwide.

National, regional and independent software stores and college and university bookstores are all eligible to participate in this program. Resellers will be selected based on a variety of criteria, including a history of servicing educational accounts and the support of a dedicated educational sales operation.

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Upon authorization, resellers will be able to purchase products from Ashton-Tate's educational catalogue and price list through Soft-Kat or NACSCORP. They will also receive technical and marketing support from Ashton-Tate and the two distributors.

"The educational market is important to Ashton-Tate and we are committed to facilitating the acquisition of our products for academic use," said Don Dempsey, Ashton-Tate's vice president and general manager, U.S. Division. "Programs such as the one we are announcing today represent our dedication to meeting the microcomputer software needs of faculty and students at all levels of our educational system."

This program marks the first time Ashton-Tate has authorized resellers to serve educational customers on its behalf.

"We are very excited about this new program because it will significantly increase Ashton-Tate's exposure in the educational arena, especially in local markets where independent resellers are more established," said Kim Motika, Ashton-Tate's manager of distributor and educational sales. "We also look forward to capitalizing on the knowledge and expertise of Soft-Kat and NACSCORP to better serve our educational reseller network."

Two of the country's top educational software product distributors, Soft-Kat and NACSCORP will help Ashton-Tate fill product orders more rapidly while allowing the company to effectively reach and support more educational resellers, according to Motika. "Soft-Kat and NACSCORP will also help us launch quality national promotions which will provide greater value for our educational resellers." she added.

"This agreement with Ashton-Tate responds to the increasing student demand for the top software products. It is also another major step toward fulfilling NACSCORP's mission to become a recognized national distribution center for the software sold through the nation's college stores," said Garis Distelhorst CAE, president of NACSCORP and executive director of the National Association of College Stores. "With this agreement, Ashton-Tate will be an even more important force in education, just as it is in the business world."

Soft-Kat president, Alan Gleicher said, "We believe that together, with our combined strengths and individual reputations, Soft-Kat and Ashton-Tate can make a tremendously successful entree into the high-end education market."

Ashton-Tate offers educational versions of most of its popular products, including dBASE IV, dBASE III PLUS, Framework III and MultiMate version 4.0 for the DOS operating system, and FullWrite Professional and Full Impact for Macintosh computers. These versions offer most of the same features found in their retail counterparts, but are explicitly limited for sale only to faculty and students of non-profit educational institutions. The educational versions differ from "Student Edition" Ashton-Tate software titles, which are limited-functionality products distributed by Addison-Wesley Publishing Company of Reading, Massachusetts.

Headquartered in Torrance, California, Ashton-Tate develops and markets microcomputer business applications software for the DOS, OS/2 and Macintosh operating systems. The company offers

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products in five major categories: database management systems, word processing, integrated decision support software, spreadsheets and graphics. Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations and government agencies.

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