ASHTON-TATE OFFERS THREE GRAPHICS PRODUCTS IN NEW PRESENTATION PACK

TORRANCE, Calif., July 29, 1987 -- Ashton-Tate Corporation today introduced MASTER GRAPHICS Presentation Pack, a new package that combines the company's CHART-MASTER, SIGN-MASTER and DIAGRAM-MASTER graphics products software in one unit. MASTER GRAPHICS Presentation Pack also includes a bonus book, "How to Run Better Business Meetings," and an easy-access menu for hard disk drive users.

Priced at $595, MASTER GRAPHICS Presentation Pack began shipping last week and will soon be available at Ashton-Tate's more than 5,500 authorized dealers in the U.S. and Canada.

"We've created MASTER GRAPHICS Presentation Pack to provide all the tools in one package that a manager needs to easily create exciting business graphics," said Lydia J. Dobyns, Ashton-Tate vice president of marketing. "CHART-MASTER, SIGN-MASTER, DIAGRAM-MASTER and MAP-MASTER are the most popular graphics software packages among Fortune 1000 corporate customers because they're more powerful and

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easy to use than all-in-one graphics packages. By combining three best-selling programs in MASTER GRAPHICS Presentation Pack, we offer customers more applications and functionality than competing products."

MASTER GRAPHICS Presentation Pack includes one "umbrella" menu for easy installation on hard drive systems that provides access to CHART-MASTER, SIGN-MASTER and DIAGRAM-MASTER, (plus MAP-MASTER, if installed.) It offers seven typestyles in 16 sizes, 94 business symbols, and highlighting with italics, color and underlining. It supports over 130 printers, plotters and film recorders. Automatic features help users make graphic decisions.

"How to Run Better Business Meetings" serves as a reference guide for managers, whose careers are often affected by their presentation and organizational skills. Developed by six meeting management experts at 3M Company, the book aims to help increase the efficiency of business meetings ranging from the routine to formal presentations before an important audience. The book, published by McGraw-Hill, Inc., includes chapters on visual presentation methods, as well as meeting preparation and follow-up.

Ashton-Tate's MASTER GRAPHICS Series is a family of four products. CHART-MASTER allows users to create presentation-quality bar, area, scatter and pie charts, and line charts for use in business reports, proposals and presentations to show relationships between different sets of data.

Users can enter data manually, or access data automatically from other applications files such as Ashton-Tate's dBASE or Lotus 1-2-3 using the DataGrabber feature.

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SIGN-MASTER helps business people create colorful word charts such as title pages, summaries, outlines, schedules and tables. It includes scroll-through menus, guiding the user step-by-step from text entry to final sign production on paper, transparencies or 35 mm film.

SIGN-MASTER contains a symbol font that includes 94 symbols such as arrows, geometric shapes, people, and trademark and copyright symbols commonly used in business presentations. The product also provides a Table Mode for text-entry that enables users to rapidly construct a variety of tables and automatically spaces data and text into rows and columns.

DIAGRAM-MASTER provides prompt-driven applications for quick creation of presentation-quality organization and Gantt charts. It also offers the flexibility to quickly create customized diagrams with the Drawing Board by selecting shapes and sizes, positioning them, and adding text and connecting lines, arcs or arrows where desired. Diagrams such as flow charts, network diagrams and pyramids can be created using the Drawing Board.

MAP-MASTER is not included in the MASTER GRAPHICS Presentation Pack but operates with it if installed. MAP-MASTER allows business users to easily create presentation-quality, data-driven maps for use in reports, overheads and slide presentations. Customers can produce shaded maps that display the geographic distribution of any business data, including sales and demographic information.

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MASTER GRAPHICS Presentation Pack operates on the IBM PC, PC/XT, PC/AT, PC Portable, PC 3270, PC/AT 3270, Personal System/2 line and IBM true plug-compatibles with a minimum of 384K bytes of free memory. For use with color printers and film recorders, 512K bytes of free memory is recommended. Hardware configuration requirements are two double-sided diskette drives or a hard disk and one double-sided diskette drive (recommended).

The software is available in 5 1/4-inch formatted disk versions or 3 1/2-inch disk versions, both priced at $595.

Ashton-Tate, the third-largest developer and marketer of microcomputer business applications software, reported revenues of $60.2 million and net income of $9.09 million for the first quarter ended April 30, 1987, increases of 46.2 percent and 77.5 percent, respectively, from the previous year.

Based in Torrance, Calif., Ashton-Tate markets best-selling microcomputer business applications software in four categories: database management systems, with industry-standard dBASE III PLUS and RapidFile; business graphics, with the MASTER GRAPHICS Series; word processing, with MultiMate Advantage II, and integrated software, with Framework II. Ashton-Tate also markets a comprehensive line of service and support programs for individuals and corporations.

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