

## News



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### ASHTON-TATE ANNOUNCES BYLINE, PC DESKTOP PUBLISHING SOFTWARE FOR BUSINESS PROFESSIONALS

TORRANCE, Calif., August 4, 1987 -- Ashton-Tate Corporation (NASDAQ:TATE) today announced Byline, an IBM PC desktop publishing software product that allows business professionals to quickly and easily enhance the quality of printed output.

Byline, which will have a suggested retail price of \$295, is designed for business software users who have no special knowledge of graphic arts and typography, but need sophisticated desktop publishing. The product provides users with the look, feel and speed they expect from PC business productivity software.

Designed by Ken Skier, president of SkiSoft, Inc. of Lexington, Mass., Byline is scheduled to ship this quarter to more than 5,500 authorized Ashton-Tate dealers nationwide.

The product includes a unique dBASE merge feature that enables users to import dBASE III PLUS databases into pre-styled forms. In addition, Byline directly imports and exports files created by versions of popular word processors including MultiMate, WordPerfect and WordStar. It imports files from Lotus 1-2-3, Symphony (both worksheets and graphs), and from four paint programs.

"Desktop publishing as a microcomputer application is a growing and evolving category," said Lawrence Benincasa, Ashton-Tate vice president of publications. "We believe there is significant demand for a product like Byline that is designed for everyday PC business users who need to integrate multiple files into a single document."

(more)

Byline does not require the purchase of additional hardware or software such as Microsoft Windows or Digital Research GEM. All views are "What-You-See-Is-What-You-Get" (WYSIWYG) displays. The software operates on the IBM Personal Computer and 100 percent compatibles with 384K bytes of random access memory (RAM) and requires a CGA, Hercules, Hercules Plus or EGA graphics card.

Design features include adjustable type sizes from 8 to 144 points; a choice of five fonts including dBASE Elite, a special style for database users; rules and borders (lines and boxes); auto-leaders and repeating characters; automatic kerning; multiple left and right master pages; and automated text flow.

Typical applications for Byline include sales and marketing materials, database-driven directories, price lists, inventory reports, memos, newsletters and overhead presentations.

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.

In addition to Byline, 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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