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TO: All Employees
FROM: Luther Nussbaum
DATE: February 10, 1988
RE: New Macintosh Products



In our second major announcement of the new year, Ashton-Tate's Macintosh Software Division is introducing three new Macintosh software programs today at a press conference in Palo Alto.

These products include Full Impact, a powerful new spreadsheet-based product that is richer in features than any other Macintosh spreadsheet; and dBASE Mac RunTime, a low-cost, execute-only version of dBASE Mac that allows VARs and software developers to improve the performance and security of their dBASE Mac applications.

We are also introducing FullWrite Professional, a state-of-the-art word processing program. We obtained this product, along with a currently available graphics package called FullPaint, in our recent acquisition of Ann Arbor Softworks, a well-respected Macintosh software development firm.

We are very excited about these products. Together with dBASE Mac, they form a strong foundation for our Macintosh Software Division. Ashton-Tate has promised to deliver an entire family of advanced, business software products for the Macintosh. Now, we are delivering on that promise.

Thanks to everyone involved with this project and the many others currently underway. Your hard work sends a positive message to the industry and our customers. Ashton-Tate is on the move!

ASHTON-TATE NEWS

NEXT-GENERATION SPREADSHEET, WORD PROCESSOR JOIN ASHTON-TATE'S MACINTOSH PRODUCT FAMILY

Major Line Expansion Includes dBASE Mac RunTime, Paint Package

PALO ALTO, Calif., February 10, 1988 -- Ashton-Tate Corporation (NASDAQ: TATE) today announced a major expansion of its applications software line for Apple Computer, Inc.'s Macintosh family of personal computers, introducing a next-generation spreadsheet and word processor, a developer's version of dBASE Mac, and a painting package.

At a major conference here today, the Torrance, Calif.-based software company announced three new products:

Full Impact, a second-generation spreadsheet that combines power with high-quality presentation and business report capabilities;

FullWrite Professional, a state-of-the-art word processor with built-in desktop publishing and document processing capability for business and professional users; and

dBASE Mac RunTime, a low-cost, execute-only version of dBASE Mac that enables applications developers to distribute dBASE Mac applications without purchasing the full package.

Ashton-Tate also announced the acquisition of Ann Arbor Softworks, the Newbury Park, Calif., developer of FullWrite Professional and the developer and marketer of FullPaint. Terms of the deal were not disclosed. Ann Arbor Softworks will be merged into the company's Macintosh Software Division.

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 ASHTON-TATE
20101 Hamilton Avenue
Torrance, California 90502-1319
(213) 538-7312

"Today's news is clear evidence of Ashton-Tate's support of the Macintosh computer as a business standard," said Edward M. Esber Jr., chairman and chief executive officer and acting general manager of Ashton-Tate's Macintosh Software Division. "These exciting products -- along with dBASE Mac, our relational database for the Macintosh -- give Ashton-Tate the only family of second-generation products for the Macintosh.

"With these products, Ashton-Tate will offer Macintosh products in four applications areas -- database, spreadsheet, word processing and graphics," Esber said. "These products will work together and through future enhancements will become increasingly closely-knit -- a family in the true sense. We will become one of the leading suppliers of Macintosh business software, but more importantly, we will offer Macintosh users an outstanding solution to their productivity needs."

Esber's special guest, John Sculley, chairman and chief executive officer of Apple Computer, Inc., hailed the announcement.

"Ashton-Tate is delivering a quality family of business software for our latest generation of Macintosh products," Sculley said. "Ashton-Tate's strong worldwide sales and distribution organization will benefit Apple in our efforts to further penetrate the business market with the Macintosh. We are extremely excited about Ashton-Tate's commitment to the Macintosh and we look forward to continuing our long and mutually beneficial relationship with them."

As part of Ashton-Tate's commitment, the company recently formed the Macintosh Software Division. The division has total responsibility for development of new Macintosh products. Esber will head the division as acting general manager of Macintosh software products.

Key programmers from Ann Arbor Softworks will join the division's development team. Research and development and product marketing for the Macintosh Software Division will move to Silicon Valley in the summer of 1988 to recruit additional top-level development talent.

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"A tremendous talent pool exists in the Macintosh division," Esber said. "The division now boasts a 50 person development, marketing and support organization committed to making Ashton-Tate Number One in Macintosh business applications software."

Ashton-Tate's Macintosh Products

The new products announced today by Ashton-Tate are:

Full Impact, a full-featured multi-function spreadsheet that combines power with superior business report capabilities to take advantage of the Macintosh design philosophy. Full Impact supports a broad range of users, from beginners to advanced, in small and large businesses. It includes a mini word processor, extensive macro language support, a wide range of import/export capabilities, and superior formatting capabilities that close the gap between spreadsheets and desktop publishing. Full Impact carries a suggested retail price of \$395 and will be available by July 31, 1988.

FullWrite Professional, a state-of-the-art, word processor that combines desktop publishing and graphics capabilities in one completely WYSIWYG ("What You See Is What You Get") program that enables users to create and manipulate text and graphics. The advanced word processor is supported by "Document Integrated Outlining," which automatically updates an outline as the document evolves; page layout capability, with a built-in draw environment that lets users create graphics as they write; and sophisticated group productivity features. FullWrite Professional will be available by April 30, 1988, with a suggested retail price of \$395.

dBASE Mac RunTime, an execute-only version of dBASE Mac, enables developers to distribute custom applications developed with dBASE Mac on a cost-effective basis. dBASE Mac RunTime, including a full version of dBASE Mac, is priced at \$795. The RunTime upgrade alone is \$300. It will be available by April 30, 1988.

The Macintosh Software Division also will market two products currently available:

dBASE Mac, Ashton-Tate's relational database management system for the Macintosh, has become a leader in its category in the five months since it began

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shipping in September 1987. Designed for users who need to perform a wide variety of database applications, dBASE Mac fully utilizes the Macintosh's graphics-oriented user interface. It can handle many sophisticated operations with little or no programming required, and its advanced relational capability allows users to relate up to 31 files. It directly accesses IBM-compatible dBASE data files without translation. The suggested retail price is \$495.

FullPaint, a critically-acclaimed graphics generator, provides full screen painting capability and high performance. Developed by Ann Arbor Softworks, it quickly became a Macintosh standard upon its release in 1986. Suggested retail price is \$99.95.

Based in Torrance, Calif., Ashton-Tate markets best-selling microcomputer business applications software in six major categories: database management systems, with industry-standard dBASE III PLUS, RapidFile, and dBASE Mac; business graphics, with the MASTER GRAPHICS Series, PRESENTATION PACK, the Ashton-Tate Graphics Service, DRAW APPLAUSE, and FullPaint; word processing, with MultiMate Advantage II, MultiMate Advantage II LAN, and FullWrite Professional; integrated software, with Framework II; spreadsheet, with Full Impact; and desktop publishing, with Byline. Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations, and government agencies.

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