

Immediate

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ASHTON-TATE ANNOUNCES "VALUE ADDED"
RAPIDFILE PROMOTION

Coupons included with RapidFile offer purchasers
up to \$300 in savings on bundled products

TORRANCE, Calif., March 16, 1989 -- Ashton-Tate Corporation (NASDAQ: TATE) today announced a promotion for RapidFile, the company's database designed for management of lists, mailing labels, reports and form letters. The promotion, which starts today and continues until June 30, 1989, includes coupons worth up to \$300 for products that enhance productivity when working with RapidFile.

"This promotion offers RapidFile purchasers an opportunity to enhance their productivity on the applications they do most," said Mike Arrigo, product manager for RapidFile. "RapidFile's ease-of-use combined with the features offered by the industry-leading products in this promotion make RapidFile the clear choice among flat file databases."

"Ashton-Tate is giving its dealers a way to add value to RapidFile without incurring administrative costs associated with promotions. This promotion is entirely turnkey for the dealer," Arrigo added.

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The RapidFile promotion will be supported with Ashton-Tate pre-approved advertising slicks, radio spots, in-store displays and updated product packaging. The coupons will be inside the shrink-wrap and can be redeemed directly through the manufacturers.

Coupons included in each RapidFile package are redeemable for:

- A free copy of General Information's Hot Line (suggested retail price: \$99), phone management/autodialer software that automatically dials numbers from RapidFile databases. Hot Line also includes national directories of business and government organizations.
- A savings of up to \$175 on Prime Solutions' Disk Technician, a utility that finds and corrects hard disk problems before data is lost.
- A free copy of the Proximity/Merriam Webster Electronic Thesaurus (suggested retail price: \$50), containing over 470,000 synonyms.
- A 10% discount on Deluxe Business Forms, plus an on-disk RapidFile template pre-set for the most popular statement, invoice and check formats.
- Free samples of Avery Laser Printer Labels.

Awarded an 8.0 score in a recent InfoWorld review, RapidFile is positioned as the entry path to Ashton-Tate's database product line. Users can upgrade from RapidFile to dBASE IV at any future date for a suggested price of \$295. RapidFile easily shares data with dBASE III PLUS and dBASE IV, as well as other software such as Framework III, MultiMate Advantage II, Lotus 1-2-3 and PFS: Professional File.

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Ashton-Tate: A Leader in Microcomputer Software

Ashton-Tate Corporation markets best-selling business application software for DOS, Macintosh and OS/2 environments. Products are available in six major categories: database management systems, word processing, graphics, desktop publishing, integrated software and spreadsheets. The Tate Publishing division offers third-party software applications as well as books and periodicals. The company also markets a comprehensive line of service and support programs for individuals, corporations, and government agencies.

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TM dBASE III PLUS, dBASE IV, Framework III and MultiMate Advantage II are trademarks of Ashton-Tate Corporation.

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