Background

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CORPORATE SUPPORT AND SERVICES PROGRAM

Ashton-Tate's Corporate Support and Services Program is designed to meet the software support and service needs of corporations. It is the result of more than a year of research and planning by senior Ashton-Tate executives who examined the key issues in the support and service area.

Based on the company's Corporate Emphasis Support Program, a pioneering program introduced in April 1985, the Corporate Support and Services Program greatly expands the quality and scope of services the company offers to corporate customers.

The initial offering from Ashton-Tate's newly-formed Systems, Service and Information Division (SSID), the program is the first phase of a new comprehensive support and service program that will help establish the company as a leading provider of computer software and services, according to Edward M. Esber Jr., Ashton-Tate chairman, president and chief executive officer.

"The Corporate Support and Services Program is the first attempt by a major microcomputer software vendor to devise a

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multifaceted policy addressing the entire spectrum of corporate user needs and concerns," said Ronald S. Posner, executive vice president and general manager of the SSID. "It serves as the strong foundation for a broad-based corporate services program."

In addition to this plan, Ashton-Tate has removed copy protection from all of its IBM PC, PC-compatible and Macintosh products to provide users with a more productive and convenient way of using, installing and backing up program files.

"The removal of copy protection from our products, including our new Macintosh product, dBASE Mac, underscores our commitment to providing our customers with the support and service they need to perform their jobs more efficiently," Posner said.

The company also has increased its support staff by 75 percent to more than 125 trained technicians and eight dedicated operators worldwide. In addition, the telephone systems have been redesigned for faster, more efficient service.

Corporate Support and Services is comprised of two programs: (1) the Corporate Support Progam, which provides customers with timely technical support, information and special attention; and (2) the Corporate Software Care Program, containing corporate upgrade and annual maintenance plans.

CORPORATE SUPPORT PROGRAM

The Corporate Support Program provides in-depth support and services for corporations that have organized support groups attending to the needs of many end users. The program is

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structured to be flexible for meeting the unique needs of each

corporation.

Annual Cost

o $4,000 base fee.

      -- A principal contact must be designated by the
         corporation to be the focal point for communication
         with Ashton-Tate.

       -- Corporate Emphasis Support Program members receive
          a 15 percent discount on the program fee if program
               is purchased before January 1, 1987.

Basic Program Benefits

        o Corporate Service Representative

        -- A dedicated Ashton-Tate Corporate Service
      Representative specifically assigned and trained to
           ensure that the customer receives timely and
                    consistent support.

         o VIP Technical Support Hotline (800 number)

     -- Four contacts from each company receive support on
        all Ashton-Tate products and have unlimited access to
        the toll-free technical support hotline. Calls are
        fed into the Express Support Queue and handled by
        senior support technicians. In addition, each
        receives a special disk, which contains utilities
        and routines that help maximize use of Ashton-Tate
        products. Also included on the disk is a
        diagnostic system that guides users through the use
        of dBASE file recovery routines.

   o Advance Product Previews

      -- Ashton-Tate will share with corporations its
         product direction and development plans so
         customers can more effectively plan future
         computing strategies. Customers can preview under
         non-disclosure selected pre-released versions of
         Ashton-Tate products on a product-by-product basis.

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o Product Introduction Kit

-- Ashton-Tate sends to each corporation's principal
   contact a product introduction kit for new versions
   of dBASE, MultiMate and Framework. These kits
   contain a full product evaluation system and
   additional product and support literature.
   Additional kits are available at a discount
   (limited to 5 per location).

o Corporate Advisory Board

-- Membership in the Corporate Support Progam
   makes each company's management eligible for
   nomination to Ashton-Tate's Corporate Advisory
   Board. The 16-member board meets twice yearly with
   top Ashton-Tate executives to contribute ideas for
   product design and support programs.

o Executive Meetings

-- Ashton-Tate and corporations' marketing and sales
   managers will meet on a periodic basis for dialogue
   and frank exchange of ideas regarding product and
   service plans.

o "Train the Trainer" Seminars

-- Customers receive two enrollments for in-house
   trainers to attend Ashton-Tate's "train the
   trainer" seminars, which cover training on the
   company's products, as well as techniques for
   instructing others on how to use the products. One
   instructor kit is provided with each enrollment.

o Annual Subscriptions

   TechNotes

-- The four technical support contacts receive
   annual subscriptions to TechNotes, a monthly
   journal written by Ashton-Tate's support
   technicians. TechNotes includes sample
   programs, technical articles and helpful tips
   on using Ashton-Tate products.

   Ashton-Tate Quarterly

-- Each company's principal contact receives an
   annual subscription to the Ashton-Tate

Quarterly, which provides in-depth application case studies for non-technical business and professional users. It also provides tips, techniques and explanations of many product features.

Corporate Update Newsletter

     -- Five annual subscriptions to the Corporate Update Newsletter provide the company with timely information on new product releases, training, support and special corporate events. Copies are sent to the principal contact and four technical support personnel.

o Publication Discounts

     -- Members of the Corporate Support Progam receive a 30 percent discount on selected Ashton-Tate publishing group books, book/disk packages and training courseware.

o CompuServe and Ashton-Tate's Electronic Bulletin Board

     -- This includes a subscription to the CompuServe information network and access to Ashton-Tate's special interest group and online forum. Users receive $15 worth of free connect time, after which they are billed standard CompuServe rates. The online forum is run by the company's Software Support Center and provides a variety of technical information from usage tips and sample programs to new utilities and drivers.

Additional Locations

o $2,000 per site.

     -- Entitles two additional support technicians access to the toll-free technical support hotline. Benefits also include one product introduction kit, one enrollment in "train the trainer" seminars, one Ashton-Tate Quarterly subscription, two TechNotes subscriptions, three Corporate Update Newsletter subscriptions, and 30 percent discounts on selected publications and training courseware.

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Customizing the Program

o Corporations participating in the Corporate Support Program
   can customize their programs by adding program elements,
   according to their specific needs. Prices vary depending
   on elements selected. Available options include:

   -- Additional access to VIP Technical Support
      Hotline.

   -- Product introduction kits on all products.

   -- Discounted prices for "train-the-trainer"
      seminars, end user training and technical
      training for programmers.

   -- Additional subscriptions to the Ashton-
      Tate Quarterly, TechNotes and the
      Corporate Update Newsletter.

   -- Remote Trouble Shooting through a
      sophisticated communication and debugging
      utility that allows a support technician to
      operate any Ashton-Tate product remotely on a
      user's computer, via a modem.

   -- Discounts on selected publications and
      training courseware.

Marketing Information Service

o The Marketing Information Service provides Ashton-Tate
customers who have a minimum of 25 installed products with free
product information, publications and other support items. It is
intended to establish and maintain a close relationship between
Ashton-Tate and its corporate customers.

o The program provides a steady flow of product
information, including: product introductory literature kits,
one sample copy of TechNotes and the Ashton-Tate Quarterly, one
yearly subscription to the Corporate Upgrade Newsletter and
advance notification of Ashton-Tate events.

CORPORATE SOFTWARE CARE PROGRAM

The Corporate Software Care program is designed to make

software upkeep both convenient and cost-effective. It provides

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two alternatives for maintaining up-to-date software on a product
by product basis: (1) an Annual Maintenance Plan, which charges
a yearly flat fee for each software package and covers all
upgrades and updates; and (2) a Corporate Upgrade Plan, which
allows customers to order upgrades and updates on an individual
basis with prices varying depending upon the product and
quantity.

Corporations may choose a different plan for each product or
select one plan for all products. Volume discounts are available
for customers with 25 or more products. Annual Maintenance Plan
customers can combine different products to take advantage of
volume discounts.

Annual Maintenance Plan

The Annual Maintenance Plan is for customers who prefer to
budget a fixed amount of money each year to ensure that their
software remains current. It involves paying one price per unit
of software for all upgrades (significant functional changes) and
updates (minor modifications) released by Ashton-Tate during the
year.

Prices for the Annual Maintenance Plan are: 1-24 units,
$275; 25-49 units, $250; 50-99 units, $225; 100 units and up,
$200.

Corporate Upgrade Plan

Under this plan, corporations are not required to return
documentation or diskettes, nor pay in advance for upgrades. And

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there is no longer a time limit to upgrade.

Orders of 25 or more units will be shipped to either a
central site or multiple locations within a company, upon receipt
of a purchase order.

Volume purchase prices for upgrades to the non-copy
protected versions of dBASE III PLUS 1.1 and Framework II 1.1 are:

Quantities	1-24	25-49	50-99	100-249	250 & Up
dBASE III PLUS & Framework II	$45------	------	------	------	------
dBASE III & Framework	$175	$150------	------	------	------
After Dec. 1	$225	$212	$200	$188	$175
dBASE II & Friday!	$275	$263	$250	$237	$225

Those corporations who purchase the Corporate Support
Program will receive an additional discount when participating in
the Annual Maintenance Plan or Corporate Upgrade Plan.

For further information about the Corporate Support and
Services Program, corporate customers can contact Ashton-Tate at
(213) 538-7755.

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