

ASHTON-TATE NEWS

ASHTON-TATE ACCEPTING APPLICATIONS FOR SECOND EDITION OF DEVELOPER REGISTRY

TORRANCE, Calif., October 30, 1987 -- Ashton-Tate Corporation (NASDAQ: TATE) today announced it is now accepting applications for the second edition of the Ashton-Tate Developer Registry, a directory of more than 1,000 products and services from software developers and consultants nationwide.

"The Developer Registry is an important element of Ashton-Tate's Developer Services Program -- it's a 'one-stop' reference which benefits corporate users, micro managers and retailers," said Mark Whiteside, manager of market development. He added, "Our first edition has been well received by our customers, and is among Ashton-Tate's best-selling publications."

The second edition is expected to be available March, 1988; and information contained in the second edition will also be available on-line through CompuServe.

(more)

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To enroll in the Developer Registry, applications developers may contact Ashton-Tate Developer Services at (213) 538-7358. The cost to developers is \$95 per listing, and the enrollment deadline is December 1, 1987.

First published earlier this year, the Developer Registry is for anyone who uses microcomputers to solve business problems including micro managers, information center managers, corporate managers and small- to medium-sized business owners and managers. It also serves as a resource for Ashton-Tate Authorized Resellers who provide customers with detailed information about consultants, custom applications developers, and other third-party services and products.

The Registry's suggested retail price is \$24.95, and is available through distributors, dealers and McGraw-Hill Book Company's distribution channels including wholesalers, national bookstore chains, colleges and libraries. Customers can order the Developer Registry directly from Ashton-Tate by calling 1-800-437-4329, extension 2212. In Colorado, call 1-303-799-4900, extension 2212.

Ashton-Tate, one of the largest developers and marketers of microcomputer business applications software, reported revenues of \$63.6 million and net income of \$10.1 million for the second quarter ended July 31, 1987; increases of 29.8 percent and 55.4 percent, respectively, from the previous year.

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Based in Torrance, Calif., Ashton-Tate markets best-selling microcomputer business applications software in five major categories: database management systems, with industry-standard dBASE III PLUS, dBASE Mac and RapidFile; business graphics, with the MASTER GRAPHICS Series; word processing, with MultiMate Advantage II; integrated software, with Framework II, 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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