



MEMORANDUM

TO: All Employees

FROM: Luther Nussbaum *Luther Nussbaum*

RE: The Winner By Technical Knockout Campaign

DATE: March 23, 1989

I am pleased to announce that Ashton-Tate has launched the *Winner By Technical Knockout* (TKO) program, the largest and most ambitious promotional campaign in company history. We are very excited about the TKO promotion and the opportunity it gives us to reach a million potential dBASE IV and MultiMate Advantage II users between now and the end of the campaign.

The TKO theme focuses on dBASE IV as the technological champ in database management systems. It is supported by our sponsorship of the upcoming world welterweight title fight between boxers Sugar Ray Leonard and Thomas Hearns. The fight is scheduled for June 12, 1989 at Caesar's Palace in Las Vegas.

The TKO Promotion calls for customers to "step into the ring" with dBASE IV and "feel the power" of the #1 selling microcomputer DBMS in the world. Customers will have the opportunity to do this by viewing a specially designed self-running dBASE IV demo at an authorized Ashton-Tate reseller. Upon viewing the demo they may become an instant winner of one of five grand prizes to be offered during the promotion. Grand prize winners will have their choice of two ring-side seats to the Leonard/Hearns title fight, or a Compaq DESKPRO 386/25 PC. We will also offer more than 650 additional prizes in a sweepstakes drawing.

To help generate store traffic, we have developed an impressive array of advertising, direct mail and point-of-purchase material that will be provided to resellers across the country. We have also established a number of incentives to generate enthusiasm among reseller sales representatives.

Employees can also join in the excitement through our internal version of the promotion. For three days, beginning March 27, 1989, you will have the opportunity to "step into the ring" with dBASE IV in the Torrance headquarters lobby. Copies of the demo disk, along with instructions have also been sent to the Northern California Product Center and our facilities in Walnut Creek, Glendale and Shelton.

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We will have a computer set up to run the same dBASE IV demo that customers will see around the country. After viewing the demo, you will be entered into our internal sweepstakes drawing for two 26" color television sets as grand prizes. The two grand prize winners will also have special access to the closed-circuit broadcast of the Leonard/Hearns fight. Other prizes include compact disc players and TKO promotional T-shirts. One entry per employee will be accepted.

The sweepstakes drawing for employees will take place at the Anniversary/TKO Launch Party immediately following the Employee Communications Meeting on March 31, 1989 at the Aviation Park Theater.

Please join us in celebrating this exciting promotional campaign honoring *the Champ*, dBASE IV.



IMMEDIATE

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ASHTON-TATE LAUNCHES LARGEST PROMOTIONAL CAMPAIGN IN COMPANY HISTORY

TORRANCE, Calif., March 23, 1989 -- Ashton-Tate Corporation (NASDAQ:TATE) today announced that it has launched *Winner By Technical Knockout* (TKO), its largest-ever dealer, distributor and end-user promotional campaign.

The promotional campaign is designed to increase awareness and sales of Ashton-Tate's dBASE IV and MultiMate Advantage II products. dBASE IV is the latest version of the company's top-selling dBASE family of database management products. MultiMate Advantage II is Ashton-Tate's flagship word processing program.

Offering a customer sweepstakes and a series of dealer and distributor incentives, the multi-faceted campaign features a high-visibility sponsorship of the forthcoming super middleweight title fight between boxers Sugar Ray Leonard and Thomas Hearns.

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The fight is scheduled for June 12, 1989 at Caesar's Palace in Las Vegas.

In addition, Ashton-Tate plans to support the TKO Promotion and sweepstakes with a \$3 million advertising and promotional campaign that will include national print advertising, direct mail, and special radio commercials in selected markets.

"We are thrilled with the concept of TKO promotion and what it means to our product line, especially dBASE IV," said Joseph F. Brilando, Ashton-Tate's vice president of corporate marketing and strategy. "During the past four months, dBASE IV has emerged as the technical leader in microcomputer database management systems and we are urging users to 'step into the ring' and feel the power of this advanced new program."

According to Ashton-Tate, more than 300,000 copies of dBASE IV have been shipped since its introduction in October, 1988, making it one of the fastest-selling new programs in the history of microcomputer software. The product has also received numerous industry awards and recognitions for technical excellence, including "Product Of The Year" from *InfoWorld* magazine and a Four Star rating from *Software Digest* magazine.

The TKO promotion's customer sweepstakes centers around a self-running demonstration disk that potential customers can see at their authorized Ashton-Tate reseller beginning April 1, 1989.

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At the end of the demo, a computerized sweepstakes entry form will print out. Some of the grand prizes will be awarded instantly, while the rest of the participants will be entered in the sweepstakes drawing.

The sweepstakes' five grand prize winners will have their choice between two-ring side seats to the Leonard/Hearns title bout, or a Compaq DESKPRO 386/25 PC system. More than 650 other prizes will also be offered through the drawing. These include Compaq SLT Portable Laptop PCs (Model 20), Ashton-Tate dBASE IV TKO jackets, free pay-per-view certificates to watch the boxing match on cable television and two trips-for-two to either fighter's training camp before the fight.

The reseller portion of the promotion will offer dealer sales representatives special per-unit cash incentives for sales of dBASE IV and MultiMate Advantage II. All Ashton-Tate authorized dealers are slated to receive full TKO Promotional Kits designed to help them generate interest and enthusiasm among their customers. The kits include ad and promotional slicks, direct mail components and a variety of point-of-purchase materials, including buttons, posters, header cards and book display inserts.

"Our goal is to help our channel partners reach a million customers with this campaign," Brilando asserted, "and we believe we have assembled the best combination of exciting incentives and prizes to meet that goal."

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Based in Torrance, Calif., Ashton-Tate markets best-selling microcomputer business applications software for DOS, OS/2 and Macintosh operating systems. Products are available in six major categories: database management systems, word processing, integrated decision support software, spreadsheets, graphics and desktop publishing. Tate Publishing offers a variety of software applications, tools and utilities under the Tate Publishing Software family, as well as a library of bestselling computer hardware and software related books and periodicals. Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations and government agencies.

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