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## CORPORATE FACT SHEET

### COMPANY BACKGROUND

Founded	August 1980
Headquarters	10150 West Jefferson Boulevard Culver City, CA 90230 (213) 204-5570
Description	A leading developer and marketer of microcomputer business productivity software. The company's products include dBASE II and dBASE III, the all-time best-selling microcomputer relational database management systems; and Framework, a highly acclaimed multi-purpose package. The company also has a publishing group which produces books that help computer users to better understand and use software and hardware. For the fiscal year ended January 31, 1985, the company had revenues of \$82.3 million and net income of \$7.5 million.

### PRODUCTS

Framework	A critically acclaimed multi-purpose productivity package that combines word processing and a spreadsheet with database management, business graphics, communications, and an outlining function that allows users to organize thoughts and ideas. Framework serves as an ideal front-end to dBASE III because it permits users to easily import, manipulate, and export data files residing in the database package. The program also accepts files from dBASE II, Lotus 1-2-3, and other ASCII files.
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Framework offers FRED, a high-level procedural language that allows development of customized applications programs. Framework sells for \$695.

### dBASE III

The top-selling relational database package for 16-bit microcomputers, dBASE III addresses the needs of beginning and experienced computer users. The program allows users to store, edit, retrieve, and print information quickly and easily across a broad range of applications. dBASE III includes an English-like, high-level procedural programming language that significantly increases productivity by reducing applications development time. It also includes "the Assistant," a feature that aids the beginning user in accomplishing most day-to-day data management tasks.

Written in the "C" language, the program is designed to fully utilize existing 16-bit microcomputers as well as more powerful systems yet to be introduced. dBASE III runs on IBM Personal Computers and compatible systems, as well as other MS-DOS systems. It also runs under the UNIX operating system, on the AT&T UNIX PC.

A dBASE III database may contain up to 128 fields per record and one billion records per file. The program, which can access and edit up to 10 files simultaneously, sells for \$695.

### dBASE II

The first full-function relational database management system for microcomputers, dBASE II quickly established itself as the standard for 8-bit computers. The program organizes and structures large volumes of data providing rapid access to specific information. The program may be used in any business environment to handle a variety of information management needs, including maintaining data on, and generating reports relating to, accounts receivable, accounts payable, inventory, personnel, customers, payroll, and mailing lists.

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dBASE II incorporates dBASE, the built-in applications development language that permits users to write programs for their specific information management needs. With a suggested retail price of \$495, dBASE II runs on most popular 8- and 16-bit computers, including those from IBM and Apple.

A second dBASE II product is RunTime, a core version of dBASE II that provides developers with all the features necessary to market their dBASE applications as stand-alone products. More than 1,700 dBASE programs are being marketed using RunTime, with applications ranging from engineering to real estate.

#### PUBLISHING

In 1983, Ashton-Tate established a Publishing Group to develop books that help both sophisticated and novice computer users better understand and use hardware and software products. Since its inception, the group has released several best-selling publications, including Everyman's Database Primer for dBASE II, dBASE II For Business, Framework: A Programmer's Guide, and Through The MicroMaze. The group also publishes The Ashton Tate Quarterly, a quarterly magazine that provides users of Ashton-Tate products with practical advice on how to use those products.

#### MARKETING

Ashton-Tate has the most extensive marketing and distribution network in the microcomputer software industry. The company markets and distributes its software products and related books and periodicals worldwide primarily through dealers, distributors, hardware and software OEMs, value-added resellers (VARs), and its own sales force, which generates leads for dealers.

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The company has a sophisticated international network of distribution, ranging from subsidiaries in West Germany, the Netherlands, Spain, and the United Kingdom to agreements with distributors in several countries, including Japan, Hong Kong, Australia, Mexico, France, and Italy. Ashton-Tate also works jointly with major European hardware manufacturers, such as Olivetti, Ericsson, and IBM, to distribute its products.

#### FINANCING

Ashton-Tate made its initial public offering of Common Stock in late 1983, raising more than \$17 million. Prior to the offering, the company was privately financed.

#### MANAGEMENT TEAM

Edward M. Esber Jr.	president, chief executive officer
Ronald S. Posner	executive vice president, marketing, sales and international
Norman H. Block	executive vice president, finance and administration
Carl Gritzmaker	vice president, sales
John C. Merson	vice president, marketing
Harvey Jeane	vice president, product development
C. Wayne Ratliff	chief scientist
Robert D. Gafford	vice president, consumer communications
Lawrence Benincasa	vice president, new business development
Barry Berke	vice president, operations

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