News

For release:

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ASHTON-TATE ANNOUNCES NEW SUGGESTED RETAIL PRICE FOR dBASE STATS

TORRANCE, Calif., March 12, 1990 -- Ashton-Tate Corporation (NASDAQ:TATE) today announced it has reduced the suggested retail price of dBASE STATS from $399.95 to $149.95 effective immediately.

Currently available directly from Ashton-Tate or at microcomputer software stores nationwide, dBASE STATS is a dBASE III PLUS or dBASE IV add-on product that allows users to analyze their dBASE data.

"We have decided to lower the suggested retail price of dBASE STATS to make it available to more users," said Dave Micek, dBASE group marketing manager at Ashton-Tate. "Although we are satisfied with dBASE STATS sales so far, our major resellers and customers have suggested that a lower price would make dBASE STATS accessible to many more users."

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According to Micek, dBASE STATS is an analysis tool to aid
dBASE users in business decision-making. The product allows
users to recognize trends, draw correlations and make informed
predictions or forecasts using data they wish to analyze -- all
in a dBASE-like environment.

"In the past, many dBASE users have resorted to analyzing
their dBASE data with an unrelated statistical package or a
spreadsheet program such as Lotus 1-2-3," Micek said. "With
dBASE STATS, users can enjoy the ease of staying in the dBASE
environment, the benefits of integration with dBASE III PLUS or
dBASE IV, and the power to perform a variety of valuable data
analyses."

Micek added, "Anyone who is familiar with dBASE III PLUS or
dBASE IV can easily use dBASE STATS. Its Control Center
interface, basic simplicity, integration with dBASE software and
specially designed feature-set make it easy for the dBASE user."

Practical applications of dBASE STATS cover a broad spectrum
of industries and tasks, said Micek. For example, Tom Moore,
Manager of Quality Information Services at Torrance, California-
based Magnavox Advanced Products and Systems Company has designed
a system that incorporates dBASE IV and dBASE STATS to aid
quality control in the production of satellite communications and
navigation systems.

"We use dBASE STATS to perform a regression analysis on
factory test and inspection data fed into our mainframe daily and
downloaded into dBASE IV weekly," says Moore. "The analysis
enables us to spot defect trends, both good and bad, on the parts

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and supplies used in production. This, in turn, helps us institute corrective actions and then measure the effectiveness of those actions over twelve-month moving periods."

"We believe uses like this represent just the tip of the iceberg," asserts Micek. "Our research shows that approximately 20 percent of dBASE users and 30 percent of dBASE applications developers would like to have a tightly integrated analytical add-on like dBASE STATS."

dBASE STATS was developed for Ashton-Tate by Chicago-based SPSS, Inc., a leading developer and marketer of statistical analysis, data management and presentation software that operates on most models of all major computers. SPSS is a dominant supplier of data analysis and display software with over 1 million users worldwide.

dBASE STATS' system requirements include an IBM PC XT, PC AT, PS/2 Models 50, 60, 70 and 80, or 100% compatibles; one floppy and hard disk drive; MS-DOS 2.1 or higher; a minimum of 512K-bytes of memory; and a monochrome monitor. dBASE STATS also supports a math coprocessor.

Those interested in purchasing or receiving more information about dBASE STATS can contact Ashton-Tate Customer Service at 1-800-227-4866.

Headquartered in Torrance, California, Ashton-Tate develops and markets microcomputer business applications software for the DOS, OS/2 and Macintosh operating systems. The company offers products in five major categories: database management systems, word processing, integrated decision support software,

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spreadsheets and graphics. Ashton-Tate also markets a
comprehensive line of service and support programs for
individuals, corporations and government agencies.

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