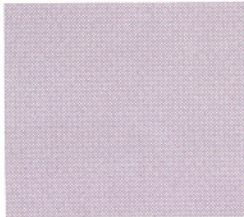


ASHTON·TATE



INFORMATION

Contact: Christine Thomas
Ashton-Tate
(213) 202-3783

Stephen Cooper
Miller Communications
(617) 536-0470

FOR IMMEDIATE RELEASE

ASHTON-TATE SUPPORTS RETAILERS' SALES FORCES
THROUGH CORPORATE ACCOUNTS SEMINAR

CULVER CITY, Calif., August 12, 1985 -- Ashton-Tate today announced a series of free seminars for authorized dealers' corporate account salespeople designed to help them increase their corporate sales revenues, open new accounts, and find new business in existing accounts.

The day-long seminars, part of Ashton-Tate's continuing Corporate Emphasis Support Program, will be held in six major U.S. cities this month. Topics will include case histories, lectures, and discussions on several major topics: the "Anatomy of a Corporate Account Software Sale," "Prospecting and Qualifying," "Proposing a Solution," and "Closing and Implementing."

"We worked with industry experts to create these seminars," said Karen Orton, Ashton-Tate's director of marketing programs. "We started with the sales techniques used by the most

(more)

successful mainframe vendors, then refined the process to address the specific characteristics of the micro marketplace. The results correspond to the decision making processes that corporate accounts use to make their buying decisions."

George Caras, a 25-year veteran of selling and sales training, will direct the seminars. He spent ten of those years with IBM, then directed marketing and management training programs for Scientific Data Systems before co-founding Tratec, Inc., a developer of audio-visual training programs for industry, in 1968. He is now a marketing and management consultant -- with emphasis on training programs -- for companies such as IBM, AT&T, ARCO, Southern California Edison, and Flying Tiger Lines.

The seminars are scheduled for: Monday, August 19, Los Angeles (Pacifica Hotel); Tuesday, August 20, San Francisco (Hyatt Burlingame); Thursday, August 22, Dallas (Ashton-Tate Training Center); Monday, August 26, Chicago (Ashton-Tate Training Center); Wednesday, August 28, Washington, D.C. (J.W. Marriott); and Thursday, August 29, New York (The Essex House). All seminars will begin at 9 a.m. Salespeople may register by calling Ashton-Tate's Registration Hotline, (213) 202-3740.

(more)

Ashton-Tate is one of the leading microcomputer software companies worldwide. Its products include: dBASE III, the industry-standard database management software for 16-bit microcomputers; dBASE II, the industry-standard DBMS for 8-bit micros; and Framework, a critically-acclaimed integrated package that combines word processing and spreadsheets with communications, outlining, and other functions. The company also includes a publishing group that publishes books as well as a quarterly magazine.

For the first quarter of fiscal 1986, ended April 30, 1985, the company had net revenues of \$24.0 million and net income of \$2.35 million, a substantial increase over the same quarter of the previous year.

#