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FOR IMMEDIATE RELEASE

ASHTON-TATE NAMES E. CHARLES ELLISON
VICE PRESIDENT, DOMESTIC SALES

CULVER CITY, CALIF. -- August 22, 1985 -- Ashton-Tate, a leading publisher and developer of microcomputer software, today announced the appointment of E. Charles Ellison as vice president, domestic sales.

Ellison will oversee all domestic sales operations at Ashton-Tate, including OEM sales, sales administration, VAR sales, telemarketing, sales distribution, and sales training. He reports to Ronald S. Posner, Ashton-Tate's executive vice president, sales and international.

Ellison's appointment fills the vacancy created when Carl Gritzmaker, Ashton-Tate's former vice president, sales, retired last May. Ellison had been performing the majority of Gritzmaker's duties since that time.

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Prior to his appointment as vice president, Ellison served as director, national sales for Ashton-Tate, a post he occupied since July 1984. Ellison joined Ashton-Tate in February 1984 as district sales manager.

Prior to joining Ashton-Tate, Ellison was national accounts manager for Microsoft. He also served as branch manager, federal sales, for Canon USA. He has a bachelor of arts degree from Syracuse University in New York.

"Ashton-Tate's sales force has always aggressively pursued a wide variety of markets and distribution channels," said Posner. "This means we conduct a variety of sales activities simultaneously. Chuck will oversee all these activities and give our diversified sales team a single, clarified direction. His appointment has brought an overall focus to all of our domestic sales efforts."

As vice president, domestic sales, Ellison will head a sales organization of more than 150 people that services six major distributors and more than 3,000 active dealers in the U.S. and Canada, in addition to 14 original equipment manufacturers (OEMs) and more than 1,000 value added remarketers (VARs) and developers. The field sales organization is comprised of district managers, major account managers, corporate account representatives, retail account representatives, sales engineers, OEM sales managers, VAR sales managers and training specialists. Through this sales team, Ashton-Tate

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markets its best-selling dBASE III and dBASE II database management systems and the critically acclaimed Framework multi-function productivity package. The Company is the only software publisher with best-selling products in these two important market categories.

Ashton-Tate is one of the world's leading microcomputer software companies, with net revenues of \$82.3 million for the fiscal year ended January 31, 1985. In addition to publishing microcomputer software programs, the Company also publishes computer-related books and periodicals.

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