ASHTON·TATE
NEWS

ASHTON-TATE TO OFFER MICROCOMPUTER SOFTWARE
THROUGH CAMPUS BOOKSTORES

TORRANCE, Calif., August 29, 1988 -- Ashton-Tate Corporation
(NASDAQ:TATE) today announced a new program that will allow
college and university bookstores and campus information centers
to become authorized relicense facilities.

The Ashton-Tate Campus Program is specially designed to
offer the company's product line to the academic community for
internal educational use at discounted prices. The software
packages are expected to be on campus bookstore shelves by
September 1988.

"There is a real need to better serve the microcomputer
software requirements of students, faculty and administration on
college and university campuses across the country," said
Luther Nussbaum, Ashton-Tate president and chief operating
officer. "This program represents Ashton-Tate's serious
commitment to meet those requirements and our desire to be an
active part of the academic world for many years to come."

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Ashton-Tate software products to be relicensed through campus bookstores include dBASE IV (database management), Framework III (integrated decision support), MultiMate Advantage II (word processing) and Byline (desktop publishing) for DOS microcomputers. Macintosh compatible products will include Full Impact (spreadsheet), FullWrite Professional (word processing) and dBASE Mac (database management).

"Ashton-Tate's family of software products is well-suited to meet the productivity demands of students and administrators, and instructional demands of faculty," said Ashton-Tate's manager of educational marketing, Lisa Gilmour. "We believe programs such as dBASE IV and Framework III will enhance and augment a variety of curriculums."

Ashton-Tate is allowing campus bookstores and information centers to authorize up to four employees (per campus) to access free, dedicated technical support from the company. Ashton-Tate also recommends that bookstores and information centers affiliate with campus software support centers to serve the needs of students and faculty. Campus users can elect to subscribe to an Ashton-Tate pay-for-support plan, as well.

The Ashton-Tate Campus Program will implement marketing support programs to generate additional bookstore traffic. The company is producing special product brochures geared to the academic market, a quarterly educational newsletter, direct mail

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pieces to faculty and administrators, and a variety of communications vehicles designed to reach students through campus newspapers, tech fairs and other academic information sources.

The program will also feature a number of control components to ensure the software is relicensed strictly to the academic community for internal use. Product packaging and diskettes will be marked "For Internal Educational Use Only." Ashton-Tate also plans to hot stamp diskettes and mark product copyright screens with the same label. The company will monitor licenses through serial number registration, conduct spot check audits, and work with individual bookstores to implement appropriate verification and eligibility procedures prior to a purchase, such as signing end-user agreements.

"We firmly believe the significant impact of this program will emerge after the students have graduated and entered the business world," said Gilmour. "Studies show that professionals most often purchase and use the software products they learned in school."

Ashton-Tate joins a variety of large and small software companies with similar academic relicensing programs.

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In addition, product upgrades for the academic community will be handled through resellers participating in Ashton-Tate's reseller upgrade program.

Ashton-Tate develops and markets best-selling microcomputer business applications software for DOS, Macintosh and OS/2 environments. Products are available in six major categories: database management systems, word processing, business graphics, integrated decision support, spreadsheets and desktop publishing. The company also offers a comprehensive line of service and support programs for individuals, corporations, and government agencies.

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