

FROM: Young & Associates, Inc.
6187 Executive Boulevard
Rockville, Maryland 20852

Contact: Jean Young
Jack O'Grady
(301)984-8586

FOR: ASHTON-TATE

Date: September 21, 1984

FOR IMMEDIATE RELEASE

ASHTON-TATE TO ENTER CONSUMER MARKET

Ashton-Tate of Culver City, California, a leading publisher of business software, is preparing to enter the potentially lucrative home consumer market.

Larry Benincasa, Ashton-Tate's Vice President of new business development, has named Nikki Hardin as Publisher for this new venture.

"It will be Nikki's responsibility to develop a new line of products, which will include children's computer books as well as enriching and entertaining software," Benincasa said. "We want to bring to these products the same standards of quality that Ashton-Tate is noted for in the business world."

No stranger to these kinds of products, Ms. Hardin joined Ashton-Tate from Reston Publishing Company, a Prentice-Hall subsidiary, where she was responsible for the acquisition of several award-winning software products in that company's first home software line.

The new product line will be known as "Amazements" and will be formally introduced in the first quarter of 1985.

"Amazements best sums up what I'm seeking. We want to publish products that go beyond amusements. We'll be creating environments that encourage people to explore the enormous creative potential of this unique medium," said the publisher.

--more--

Among the authors currently developing software for "Amazements" are artist/designer John O'Neill and Rob Fulop, formerly of Imagic. The children's computer books will be launched with a Communicate series from the Capital Children's Museum and The Computer Bugs Books by Claire Passantino, writer and teacher.

Ms. Hardin said her interest in the home consumer market was stirred by her own children, when she noticed their lack of interest in the microcomputer products available, mostly games.

"Some way had to be found to stretch their imaginations and challenge their creativity," Ms. Hardin said. "If it entertained and educated at the same time, so much the better. And that is exactly what we intend to achieve with Amazements."

Ms. Hardin is a graduate of American University in Washington, D.C., where she received a B.A. in literature, and she has worked on her Masters Degree at the University of Virginia.

#####