

For release: **IMMEDIATE**

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RAPIDFILE FREQUENT FILER CAMPAIGN
LANDS AT ASHTON-TATE DEALERS

TORRANCE, Calif., August 17, 1987 -- Ashton-Tate today announced a new promotion designed to encourage its authorized dealers to continue to learn and sell RapidFile, Ashton-Tate's high-performance file management program for the IBM PC and compatibles. Called the "Frequent Filer Program," the promotion has been kicked off with a direct mailer to authorized Ashton-Tate dealers this week.

"One of Ashton-Tate's goals is to deliver imaginative and innovative marketing programs that support our reseller network. This campaign incorporates all the elements our dealers most frequently ask for -- sales materials, training seminars, product discounts and advertising support," said Lydia J. Dobyms, vice president of marketing at Ashton-Tate.

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The promotional piece is the first of its kind in the industry. Kicking off the campaign is a brilliant "RapidFile green," 14" x 14 1/4" direct mail piece designed to look like a giant floppy disk. The disk contains a reply card, which dealers can return to receive a free RapidFile "starter kit" containing free sales collateral materials and a point of purchase display; a self-running demonstration disk; information on free RapidFile nationwide sales training seminars; sales training videos; discounts on RapidFile application books and training manuals, and special discounts on RapidFile to dealers. Also included is information on a \$1 million advertising and promotion plan. Advertising is currently running in The Wall Street Journal, Inc., Venture, Personal Computing, PC Week, PC Magazine and Lotus Magazine.

Dealers can qualify for an official Ashton-Tate RapidFile jacket by selling 15 or more copies of RapidFile between August 15 and November 15, 1987.

The promotion starts August 15, 1987, and will run 90 days.

"We're absolutely committed to making RapidFile the top selling file management product on the market," said Michael F. Arrigo, RapidFile product manager. "To that end, we will continue to back our dealers with creative promotions such as the Frequent Filer Program."

RapidFile began shipping early this year, and is available at more than 5,000 authorized Ashton-Tate computer retail dealers nationwide. It allows business users to easily manage data, create reports, write form letters and produce mailing labels.

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RapidFile is targeted at a growing number of business computer users who need to accomplish tasks quickly and easily, but do not need a broad range of relational database power for applications development. The suggested retail price for RapidFile is \$395.

The second-largest developer and marketer of microcomputer applications software, Ashton-Tate reported revenues of \$60.2 million and net income of \$9.09 million for the quarter ended April 30, 1987; increases of 46.2 percent and 77.5 percent, respectively, from the same period last year.

The company has best-selling products in four major software categories: database management software, with dBASE III PLUS and RapidFile; word processing, with the MultiMate line; business graphics, with the MASTER GRAPHICS Series; and integrated software, with Framework II. Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations and government agencies.

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