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FOR IMMEDIATE RELEASE

ASHTON-TATE ANNOUNCES AGREEMENT WITH DATALOGICA

CULVER CITY, CALIF. -- August 26, 1985 -- Ashton-Tate, a leading publisher and developer of microcomputer software, today announced it has signed an agreement with Datalogica, a leading Brazilian software distributor headquartered in Sao Paulo. Under terms of the agreement, Datalogica will distribute Ashton-Tate's full line of software products throughout Brazil.

Datalogica will distribute Portuguese language versions of Ashton-Tate's critically acclaimed Framework multi-function productivity package and the best-selling dBASE III and dBASE II microcomputer database management systems through its offices in Sao Paulo, Rio de Janeiro and Belo Horizonte. In addition, Datalogica will also distribute Portuguese language versions of five computer-related books currently published by Ashton-Tate.

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"The agreement with Datalogica is one more link in the chain further strengthening Ashton-Tate's position in the global marketplace," said Ronald S. Posner, executive vice president, sales and international for Ashton-Tate. "Ashton-Tate is the leading supplier of database management systems overseas, especially in corporate markets, which form a major segment of the Brazilian market. Our agreement with Datalogica further strengthens our position in this increasingly important area.

"Ashton-Tate's approach to corporate markets is worldwide," Posner added. "Not only are we intent on reaching corporate markets overseas, but we also want to attract major corporations at home in the States who have offices overseas. By using our products, which are available in many native languages, these companies will be able to use one universal software program at their offices anywhere in the world."

Posner added that the agreement reflects the growth of the Brazilian market, and follows certain product developments, primarily the translation of the Company's software products into Portuguese. To date, Framework and dBASE III have been translated into seven foreign languages and dBASE II is available in 11 languages, including Japanese.

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During the fiscal year ended January 31, 1985, international sales and exports accounted for 22% of Ashton-Tate's \$82.3 million in net revenues. The Company maintains subsidiaries in the United Kingdom, The Netherlands, West Germany and Spain and a joint venture agreement in Japan. Ashton-Tate software products are distributed in 24 countries through a network of subsidiaries, master distributors, and distributors.

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