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ASHTON-TATE ANNOUNCES AGENDA
FOR THIS MONTH'S DEVELOPERS' CONFERENCE

TORRANCE, Calif., September 8, 1986 -- Ashton-Tate, the second largest developer and marketer of microcomputer applications software, today announced that Ashton-Tate chairman, president and CEO Edward M. Esber Jr. and chief scientist Robert Carr will address the opening session of its fall Developers' Conference, September 29.

The conference, to be held September 28-30 at the Century Plaza Hotel in Los Angeles, will feature more than 20 panels, seminars and lectures on the technical aspects of Ashton-Tate's best-selling software products, dBASE III PLUS and Framework II. dBASE Mac, a new database management system for the Macintosh computer, also will be presented. Hardware and software vendor exhibits will open at noon on Sunday, September 28.

Among the 60 speakers scheduled to attend are Dave Browning, vice president, WBS and Associates; Robert Byers, author of the

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best-selling book, <u>Everyman's Database Primer</u>; Mike Perretta,

president, Compustudy, Inc.; and Tom Rettig, owner, Tom Rettig

Associates.

"With this event, Ashton-Tate is increasing its commitment

to the development community," said Mark Whiteside, manager of

third party marketing for Ashton-Tate. "Our goal is to provide a

forum in which developers can learn new techniques, offer

comments and suggestions for Ashton-Tate's future products and

services, and discover new opportunities for application

development."

Among the scheduled sessions are:

o   dBASE III PLUS Code Tricks and Efficiency Techniques, a
discussion of new programming techniques previously not
published. Panel includes Dave Browning, vice president and
co-owner, WBS and Associates; Robert Byers, author, <u>Everyman's
Database Primer</u>; and Alan Simpson, author, <u>Advanced Techniques in
dBASE III PLUS.</u>

o   Programming Tools to Boost Productivity, a presentation
of dBASE III PLUS programming utility tools and their
appplications. Panel includes David Irwin, president and CEO,
Data Based Solutions, Inc.,; Paul Christiansen, president, Vortex
Data Systems; and Tom Rettig, owner, Tom Rettig Associates.

o   Interfacing dBASE With Other Languages, a discussion of
how to use other programming languages with dBASE to increase
application capabilities. Panel includes Ralph Davis, software
analyst, Tom Rettig Associates; Jeffrey T. Cooper, owner, J.T.
Cooper & Company; and Mark Tanen, manager micro systems group,
Phoenix Systems.

o   Developers' Tools for Framework, a panel discussion
identifying new programming tools for building FRED applications.
Panel includes Dave McLouglin, Framework II project supervisor;
Mike Perretta, president, Compustudy, Inc.; and Lawrence Rozier,
president, PCE, Inc.

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Closing remarks are scheduled for 4:30 p.m., Tuesday, September 30. Joining Esber will be Roy E. Folk, executive vice president and general manager of Ashton-Tate's Software Products Division, and Ronald S. Posner, executive vice president and general manager of the company's Systems, Service and Information Division.

The registration fee is $595 per person. To register, call (800) 323-7616 or (818) 707-0102 in California.

Ashton-Tate reported revenues of $49 million and net income of $6.47 million for the second quarter of fiscal 1987, ended July 31, 1986, increases of 78 percent and 87.5 percent, respectively, from the same period of the previous year.

The company also markets MultiMate word processing software and has signed a letter of intent to acquire Decision Resources, Inc., developer of the best-selling MASTER GRAPHICS Series of business graphics software.

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