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ASHTON-TATE REDUCES dBRUN PRICES
TO ASSIST VARs AND CORPORATE DEVELOPERS

CULVER CITY, Calif., October 10, 1985 -- Ashton-Tate, a
leading developer and marketer of microcomputer software, today
announced a major price reduction of its Runtime dBRUN products,
which are compatible with dBASE II and the dBASE III Developer's
Release.

Effective immediately, both dBRUN II and dBRUN III products
will be priced at $50 per unit, a reduction from the previous
prices of $100 and $195 per unit respectively. As before, the
products must be ordered in minimum quantities of five units.

dBRUN II and dBRUN III are execute-only versions of the
company's dBASE products that allow the use of custom applications
encoded with Runtime utilities based on dBASE II and the dBASE
III Developer's Release. The dBRUN products offer full dBASE
language compatibility, enhanced performance and substantial
savings over the cost of a complete copy of dBASE.

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"Ashton-Tate's value-added remarketers (VARs) and corporate developers have expressed a desire to create many more low-cost, high-value dBASE custom applications," said John C. Merson, vice president of marketing at Ashton-Tate. "We have responded by significantly lowering dBRUN prices, making these goals more attainable."

The new pricing is accompanied by a price-protection policy retroactive to all dBRUN orders placed since July 1, 1985. All purchasers of either dBRUN II royalty labels or dBRUN III diskettes after that date will automatically receive additional units of dBRUN to compensate for the difference in pricing.

An initial order for dBRUN II includes the Runtime utilities, dBCODE and dBLINKER, a master diskette containing the dBRUN program, and royalty labels for each copy of the program. Additional royalty labels may be ordered as needed.

dBRUN III is available on diskettes and is compatible with applications encoded with the Runtime utilities included with the dBASE III Developer's Release. In addition to the Runtime utilities, the dBASE III Developer's Release includes a wide variety of new functions and features, an evaluation copy of dBRUN III and a copy of the Advanced Programmer's Guide with a sample programs diskette.

VARs and consultants engaged in the remarketing of dBASE applications may obtain the products through Ashton-Tate VAR Sales.

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Ashton-Tate is a leading microcomputer software company worldwide. The company's dBASE III and dBASE II database management systems are industry standards in the 16- and 8-bit categories respectively. The Ashton-Tate VAR program provides dedicated product, promotional and information support elements for qualified remarketers who develop new programs using Ashton-Tate products.

For the first half of fiscal 1986, ended July 31, 1985, the company had net revenues of $51.5 million and net income of $5.8 million, a substantial increase over the first six months of the previous year.

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