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Access Commerce Becomes Cameleon Software

A New Name to Support an Ambitious International Growth Strategy

Toulouse, France and Chicago, Illinois, March 29, 2010

Access Commerce, the global leader in product design, sales configurator, and quotes and proposals software, announced today that they are changing their company name to Cameleon Software. With a prestigious customer base, a recognized expertise and strongly established in France and across the world, the company now wants to strengthen its presence in the North American market and broaden its offering to address other verticals in addition to manufacturing. In the past few years, the company has deeply evolved:

- Focus on Cameleon software solution
- New leading-edge technology
- New SaaS offering
- A growing customer base with key international references

To support this growth strategy, Access Commerce chose to change its name to Cameleon Software.

Through this new name, the company's goals include:

- Strengthening the relationship between the company name and its software solution, “Cameleon”
- Highlighting its strong ability to adapt to customers’ environment and needs

Jacques Soumeillan, President and CEO at Cameleon Software explains: “Access Commerce is a superb success story : 130 active customers, users in more than 45 countries across the world, the Gartner Group’s endorsement and twenty years of ongoing innovation. The chameleon is known to adapt its color to its environment. Since our foundation we have always strive to better fit our customers’ expectations. After picking “Cameleon” to name our software solution, it is normal for us to adopt Cameleon for the company brand name.”

Jacques Soumeillan goes on: “In the past few years, we have implemented changes allowing us to offer Cameleon to a broader audience, for example, by empowering insurers’ marketing teams with the capabilities to launch personalized offers faster for very specific market segments, by enabling telco sales teams to boost both their ability to personalize their offer and to keep the guided selling process simple and consistent across all sales channels. We have been very successful there so far and these successes reinforce our current goal to be more active in these new markets not only in Europe but in the US as well. We believe that being able to communicate under one name and brand is an asset and therefore selected “Cameleon Software” as our new name”.

Furthermore, to support this ambitious growth strategy, Cameleon Software recently strengthened its sales team – especially the Chicago based team – and its corporate marketing team.

“So that the Cameleon success story continues for a long time.” Concludes Soumeillan.

About the Cameleon Software Solution

The Cameleon software solution enables companies to accelerate product and services launches while increasing sales across all channels. The solution enables optimization of:

- The design and launch of personalized offerings by marketing teams
- The products’ configuration, quotes and proposals

Cameleon combines SOA and Web 2.0 techniques and offers a performance and scalability that fits large enterprise organizations’ needs.

About Cameleon Software

Cameleon Software (formerly Access Commerce) is the global leader in product design, sales configurator, and quotes and proposals software, helping companies to accelerate product and services launches while increasing sales across all channels. Cameleon Software enterprise solutions empower marketing teams to reduce time-to-market for products and services that require advanced personalization and sales teams to improve their performance by reducing the quote-to-order cycle. Cameleon Software provides a solution that bridges the gap between the sales and marketing teams resulting in cost reduction and revenue increase. Cameleon Software is platform agnostic and integrates to leading ERP and CRM systems including Microsoft, Oracle, SAP and Salesforce.com. Founded in 1987 and listed on Euronext Exchange since 1999, Cameleon Software customer base includes leading enterprises in manufacturing, insurance, telco and high tech, including: ThyssenKrupp, CTB, Technip, Gras Savoye, Vodafone SFR, Yellow Pages and IMS Health.

For more information, visit: www.cameleon-software.com