



**FOR IMMEDIATE RELEASE**

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## **Cameleon Software Becomes Gold Sponsor of Dreamforce 2010**

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Cameleon Software (PAR:CAM), the global leader in product design, sales configuration, quotes, and proposals software, today announced that it has signed up as a 'Gold' sponsor of [salesforce.com's Dreamforce 2010](http://salesforce.com/s/Dreamforce2010) conference taking place December 6-9, 2010 at the Moscone Center in San Francisco.

"Dreamforce is a significant event for Cameleon Software, as the proportion of our business run through salesforce.com continues to grow rapidly," stated Jacques Soumeillan, CEO of Cameleon Software. "Cameleon Software was one of the first companies to offer integration with salesforce.com's new enterprise social collaboration application, Chatter, and we are proud to continue to expand our partnership with salesforce.com through supporting this great event."

Dreamforce, the leading global cloud computing event, is focused on inspiring customer, partner and developer success with the transition to Cloud 2. Attendees will learn how to maximize their current investments and explore new offerings across Salesforce CRM, Force.com, Salesforce Chatter, AppExchange 2 and more. The conference and exhibition will feature hundreds of salesforce.com partners exhibiting the latest cloud offerings, as well as training sessions and countless seminars and breakout sessions.

"We are extremely pleased to have Cameleon Software's support for Dreamforce 2010, a place where customers look to our sponsors to learn about how they may continue to move to the cloud 2 for business applications," said Kendall Collins, chief marketing officer at salesforce.com. "The team at Cameleon Software has proven to be an effective and supportive partner for salesforce.com and our joint customers, and its participation as a sponsor for the biggest cloud computing event of the year reinforces that partnership."

Cameleon's software products enable companies to accelerate product and service launches while increasing sales across all channels, optimizing products' configuration, quotes and proposals. Its

solutions also expedite the design and launch of personalized offerings by marketing teams. Cameleon combines SOA and web 2.0 techniques to offer performance and scalability that fits large and enterprise organizations' needs.

#### Additional Information

- Register for Dreamforce: [www.dreamforce.com](http://www.dreamforce.com)
- Become a fan of Dreamforce on Facebook: <http://www.facebook.com/dreamforce>.
- Follow Dreamforce on Twitter: <http://www.twitter.com/dreamforce>.

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#### About Cameleon Software

Cameleon Software is the global leader in product design, sales configuration, 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 such as: ThyssenKrupp, CTB, Technip, Gras Savoye, Vodafone SFR, Yellow Pages and IMS Health.

For more information, visit: [www.cameleon-software.com](http://www.cameleon-software.com) and [www.salesforce.com/appexchange](http://www.salesforce.com/appexchange)

#### Forward-Looking Statements

Certain statements contained in this press release may constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements provide current expectations of future events based on certain assumptions and include any statement that does not directly relate to any historical or current fact. Actual results may differ materially from those indicated by such forward-looking statements as a result of various important factors, including: risks related to the integration of acquisitions and the ability to market successfully acquired technologies and products; the ability of the Company to effectively compete; the inability to adequately protect Company intellectual property and the potential for infringement or breach of license claims of or relating to third party intellectual property; risks related to data and information security vulnerabilities; ineffective management of, and control over, the Company's growth and international operations; adverse results in litigation; and changes in and a dependence on key personnel, as well as other factors. In addition to these factors, actual future performance, outcomes, and results may differ materially because of more general factors including (without limitation) general industry and market conditions and growth rates, economic conditions, and governmental and public policy changes. The forward-looking statements included in this press release represent the Company's views as of the date of this press release and these views could change. However, while the Company may elect to update these forward-looking statements at some point in the future, the Company specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing the Company's views as of any date subsequent to the date of the press release.