



## FOR IMMEDIATE RELEASE

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## Cameleon Software Sees +28% Growth in Sales in First Half of 2010

Toulouse, France and Chicago, IL, USA, July 29, 2010

Cameleon Software (PAR:CAM), the global leader in product design, sales configuration, quotes, and proposals software, today announced its provisional revenue figures for the first two quarters of 2010.

For the first half of 2010, provisional consolidated revenue amounted to €4.07 million compared with €3.17 million over the same period in 2009, accounting for +28% growth over the period. Sales for the second quarter, at €1.85 million, were up by +27% compared with the same period in the previous year.

(€Millions)	Q1 2010	Q1 2009
Software revenue	1.70	1.07
Services revenue	0.52	0.64
<b>Total Revenue Q1 2010</b>	<b>2.22</b>	<b>1.71</b>
(€Millions)	Q2 2010	Q2 2009
Software revenue	1.37	0.92
Services revenue	0.48	0.54
<b>Total Revenue Q2 2010</b>	<b>1.85</b>	<b>1.46</b>
(€Millions)	H1 2010	H1 2009
Software revenue	3.07	1.99
Services revenue	1.00	1.18
<b>Total Revenue H1 2010</b>	<b>4.07</b>	<b>3.17</b>

(Provisional - unaudited)

The increase registered in the first quarter continued during the second quarter. This sales dynamic was driven by growth in software revenue, which was up by 54% over the half-year period. This growth is explained by new business acquired during the period (Cerep, Mutuelle Nationale Territoriale, Dial 800...) and by additional deployments within the previously installed base (Gras Savoye, SFR, Legrand...). Services revenue was down due to putting an integrator network based on Cameleon solutions in place.

“The number of contracts signed over the period and the year is continuing to grow at a high rate, which is very encouraging in terms of the group’s position,” stated Cameleon CEO Jacques Soumeillan. “Although the economic outlook remains uncertain, we have highly differentiated selling points within our vertical markets, including industry, insurance, telecommunications and high tech, which enable us to ensure growth and to regularly increase our installed base and recurring revenue. We remain committed to strengthening the key factors behind Cameleon’s success, such as innovation, SaaS, partnerships with integrators, and our reputation among major accounts in Europe and the United States. Furthermore, we have significantly reinforced our sales and marketing budgets and team, which we expect to help maintain sustained growth in our sales for this and future years.”

This press release may contain forward-looking statements based on current assumptions and forecasts made by Executive Management and other information currently available to the Company. Unknown risks, uncertainties and assumptions made may lead to material differences with actual Company performance. In consequence, readers of this press release should not place undue reliance on these forward-looking statements.

## 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)

## 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.



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