![cameleon software DESIGN CLICK SELL]

FOR IMMEDIATE RELEASE

CONTACTS

Thibault de Bouville, CFO,
+33 (0)5 61 39 78 78
tdebouville(at)cameleon-software.com

Virginie Dupin, Marketing Director
+33 (0)5 61 39 78 78,
vdupin(at)cameleon-software.com

Cameleon Software Reports
Net Income for H1 2010

Toulouse, France and Chicago, Il, USA, August 27, 2010

Cameleon Software (PAR:CAM), the global leader in product design, sales configuration, quotes, and proposals software, today announced its provisional net income for the first half of 2010 as approved by the Board of Directors today. The audit procedures are currently being completed.

(€ Million)	H1 2010	H1 2009
Software revenue	3.07	1.99
Services revenue	1.00	1.18
Revenue	**4.07**	**3.17**
Gross margin	4.00	2.97
Employee benefits	(2.86)	(2.86)
Current operating income (loss)	**(0.26)**	**(0.94)**
Restructuration Costs	-	(0.19)
Operating income (loss)	**(0.26)**	**(1.13)**
Net income from discontinued operations	-	0.44
Net income (loss)	**(0.23)**	**(0.66)**

(provisional data)

Revenue

For the first half of 2010, provisional consolidated sales amounted to €4.07 million compared with €3.17 million for the same period of the previous year, for +28% growth over the period.

The increase registered in the first quarter continued in the second quarter. This sales dynamic was driven by growth in Software revenue, up 54% for the first half of the year. This growth can be explained by new business during the period (Cerep, Mutuelle Nationale Territoriale, Dial 800, etc.) and by deployment on the installed base (Gras Savoye, SFR, Legrand, etc.). Services revenue was down, notably due to an integrator network based on Cameleon solutions that was put into place.

Net income and cash flow

Current operating income recorded a €0.26 million loss over the period, compared with a €0.94 million loss for the same period in 2009. There was a €0.23 million loss in net income over the period compared with a €0.66 million loss for the same period in 2009. It should be pointed out that the net income for the first half of 2009 included restructuration costs, for €0.19 million, and income generated by business sold in 2009, including their sale price, for €0.44 million.

Cash flow was positive for the period (+€1.11 million), with the cash position increasing from €4.37 million on 12/31/2009 to €5.48 million on 06/30/2010, notably due to a sharp improvement in WCR. The cash position on 06/30/2009 was €5.21 million.

Closing balance sheet at June 30, 2010

The closing balance sheet broke down as follows:

Assets in €Million	06/30/2010	06/30/2009
Goodwill	2.80	2.84
Other non-current assets	0.97	1.14
Trade receivables	1.51	1.71
Other current assets	0.51	1.24
Cash and cash equivalents	5.48	5.21
Total Assets	**11.28**	**12.15**
Liabilities in €Million	06/30/2010	06/30/2009
Shareholders' equity	6.23	5.98
Long-term financial debt	0.11	0.75
Short-term financial debt	0.65	0.29
Trade payables	0.80	1.23
Other Liabilities	3.50	3.91
Total Liabilities	**11.28**	**12.15**

(provisional data)

Outlook

Jacques Soumeillan, CEO of Cameleon Software, said, "After the sale of business in 2009 and given the growth in our sales, we registered a significant increase in net income for the period. This reinforced our cash position, thus providing us with the financial capacity to ensure our development plan in an expanding market. Despite an economic context that remains complicated, we are still reasonably optimistic for the year 2010. After a good first half of the year, we foresee dynamic activity both with our new customers and with our historic customers. Furthermore, we are continuing our development in "SaaS" and Cameleon Software will be a "Gold" sponsor of Dreamforce 2010, the leading cloud computing event of the year, taking place in San Francisco, next December.

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 and 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.