



**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 announces the Implementation of a New Liquidity Contract**

**Toulouse, France and Chicago, IL, USA, September 20, 2010**

Cameleon Software (BY: CAM), the global leader in product design, sales configuration, quotes and proposals software, announced today that on September 13, 2010, it has concluded a liquidity agreement with PORTZAMPARC Brokerage Company, acting as moderator, and B Capital acting as a accountant, established in accordance with the provisions of the existing legal framework and, more specifically, the provisions of Regulation (EC) 2273/2003 of December 22, 2003 laying down detail implementing Directive 2003/6/EC of the European Parliament and the Council in regards to exemptions for buy-back programs and stabilization of financial instruments, the provisions of Articles L. 225-209 and under the Commercial Code, the provisions of Article L 451-3 of the Monetary and Financial Code, the provisions of Articles 241-1 to 241-6 of the General Regulations of the AMF, the AMF Instruction 2005-06 amended February 22, 2005, and the AMF decision on October 1, 2008. The Agreement is also in accordance with the ethics Charter established by the French Association of Financial Markets and approved by the Autorité des Marchés Financiers on October 1, 2008 (hereinafter "the AMAFI Charter »).

The liquidity agreement covers the shares of the Company, listed on Compartment C of Euronext, and it has been assigned to the implementation of this liquidity contract the sum of € 50,000.

In addition, the liquidity agreement concluded on November 28, 2002 between CAMELEON SOFTWARE company, Jacques Soumeillan, Françoise Asparre, Regional Institute of Industrial Development in Midi-Pyrenees - IRDI, Sopromec Participation, FD5 and PORZAMPARC Brokerage Company under which equity securities and / or cash of the Company had been placed at the disposal of Bourse to promote the liquidity of transactions and regularity of security quotes and the service agreement signed on September 15, 2004 between the company CAMELEON SOFTWARE and PORTZAMPARC Brokerage Company has been terminated.

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)

### 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.



ALL RIGHTS RESERVED © 2010 CAMELEON SOFTWARE. Cameleon is a registered trademark of Cameleon Software. All other product and company names mentioned are the property of their respective owners.