



**FOR IMMEDIATE RELEASE**

**CONTACTS**

**Dan Brown / Jessica Gomez**

Mulberry Marketing

+1 415/439-8357 or +1 415/420-7880 (mobile)

dbrown(at)mulberrymc.com / jgomez(at)mulberrymc.com

## **Cameleon Software Goes Mobile with Launch of Cameleon<sup>cloud</sup> CPQ for Salesforce for Apple iPad and iPhone**

**Customers can now leverage selling and  
product configuration tool on the road  
ISV momentum on Force.com builds as Dreamforce 2010 approaches**

**Chicago, IL, Nov. 29, 2010** – Cameleon Software (PAR:CAM), a global leader in product design, sales configuration, quotes, and proposals (CPQ) software, is pleased to announce it has moved into the mobile sales space with the announcement of its upcoming application, Cameleon<sup>cloud</sup> CPQ for Salesforce, for the iPad and iPhone. Cameleon<sup>cloud</sup> CPQ for Salesforce is immediately available for test drive and deployment on AppExchange 2 at <http://www.salesforce.com/appexchange/>.

Cameleon Software will be attending Dreamforce 2010, the cloud computing event of the year, at Moscone Convention Center in San Francisco December 6 – 9, 2010. Be sure to stop by booth 807 for a demo and more information.

Cameleon<sup>cloud</sup> CPQ for Salesforce currently empowers users to collaborate more efficiently by leveraging the opportunity module to automate the quotation processes. The move to the iPad and iPhone will assist mobile workers and field sales representatives in their activities by enabling the use of Cameleon's highly advanced guided selling and product configuration tool from anywhere. As long as their iPad has internet access, users will be able to evaluate the customer's needs, configure a product, and provide a quote. All information will be securely saved to Salesforce automatically, so once the sales representative is back in the office he or she can edit it, create formal PDF quotes, or finalize it for the customer.

*"Mobility is one of the fastest growing trends in the sales industry, and we have seen a spike in interest from customers for a mobile solution from Cameleon,"* said Jacques Soumeillan, CEO at Cameleon

Software. *“Now users can take advantage of our unique and innovative functionality from anywhere, which is going to be beneficial both for them and their customers and prospects.”*

In addition to the mobility benefits, users will also benefit from the simple to use interface of the app, which will make the configuration and overall sales process simpler.

*“Cameleon has been a leader in adopting new technologies in line with where the market is moving,”* said Kendall Collins, chief marketing officer at salesforce.com. *“They were one of the first companies on our AppExchange2 to incorporate enterprise collaboration to their offering with Salesforce Chatter, and now Cameleon continues to innovate by moving into the mobile space with an app for the iPad and iPhone.”*

The Cameleon<sup>cloud</sup> CPQ for Salesforce CRM app on iPad will be available in summer 2011.

### 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 Force.com Platform and AppExchange 2

Force.com is the only proven enterprise platform for building and running business applications in the cloud. The Force.com platform powers the Salesforce CRM <<http://www.salesforce.com/>> (<http://www.salesforce.com/>) applications, more than 1000 ISV partner applications like those from CA Technologies, FinancialForce.com and Fujitsu, and 185,000 custom applications used by salesforce.com's 87,200 customers such as Japan Post, Kaiser Permanente, KONE and Sprint Nextel. Force.com also enables developers to make any enterprise app social by leveraging the social collaboration components including profiles, status updates, and real-time feeds available with Chatter.

Applications built on the Force.com platform can be easily distributed to the entire cloud computing community through the salesforce.com AppExchange 2 marketplace <http://www.salesforce.com/appexchange/>, now featuring the ChatterExchange.

#### 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.