Cameleon Software announces its Turnover for the fourth quarter of 2010

Toulouse, France and Chicago, Il, USA, January 31, 2011

Cameleon Software (PAR:CAM), the global leader in Product design, sales configuration, quotes, and proposals software, announces today its provisional turnover for the fourth quarter of 2010.

(€M)	Q4 2010	Q4 2009
Software revenue	2.22	1.06
Services revenue	0.45	0.77
Total Revenue Q4	**2.67**	**1.83**

(Provisional Data-Non Audited)

(€M)	2010	2009
Software revenue	6.40	4.53
Services revenue	2.11	2.46
Total Annual Revenue	**8.52**	**6.99**

(Provisional Data-Non Audited)

The annual turnover for 2010 amounted to €8.52 million, compared with €6.99 million for 2009, in other words a growth rate of 22% over the financial year. Over the fourth quarter of 2010, the provisional consolidated turnover represented €2.67 million, compared with €1.83 million during the same period for the previous year, or a rise of 46%.

The growth in software sales is explained in particular by Cameleon's continued development on the new markets of Mutuals & Insurances, High Tech and Telecommunications. In parallel, the significant development of demand for the SaaS mode, mainly in the USA, should be noted. Sales revenues from services are down, in line with the budget, due to greater use of the network of integrators participating in the Cameleon ecosystem.

Jacques Soumeillan, Chairman of Cameleon Software, declared: "2010 was an important year in many respects. The change of business name allowed us to provide the brand with much greater visibility, particularly in the United States. We have persisted with our product innovation dynamic with the launch of Cameleon on the iPad and iPhone – a first for a publisher of configuration software. Lastly, we accelerated our capital investment programme on the 'Saas' part of our offering – particularly for the purposes of our partnership with SalesForce.com – and won several orders during the financial year. These actions together created a dynamic and an encouraging visibility on an international market with great potential. In 2011, we intend to continue with our investment in Sales & Marketing and in R&D with the goal of pursuing our policy of winning and better meeting the needs of our customers."

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 "next generation" product configurator, quotes, proposals and eCommerce software. Our solutions empower both customers' sales teams to streamline their quote-to-order process and increase sales across all channels and marketing teams to define and launch new products faster. Cameleon's solutions integrate to leading CRM and ERP systems including Salesforce,SAP, Oracle and Microsoft and are available both in Saas or On Premises model. Rated as Positive in the Gartner Group Marketscope, Cameleon Software is a public company with strong references in industries such as insurance and financial services, telecom, hi-tech and manufacturing including Gras Savoye, SFR, Yellow Pages, IMS Health, Technip and ThyssenKrupp.

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.