



**FOR IMMEDIATE RELEASE**

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## Cameleon Mobile Configurator on iPad/iPhone Now Available in the AppStore

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CHICAGO, IL, Mar. 15, 2011 –Cameleon Software (PAR:CAM), a global leader in product design, sales configuration, quotes, and proposals (CPQ) software, is pleased to announce the arrival of its Mobile Configurator application on the Apple AppStore.

Cameleon Mobile Configurator enables customers owning an iPad or iPhone to benefit from its product configuration features as well as the guided selling tools, regardless of where they are. Sales reps have the ability to create customized quotes and proposals while staying focused on evaluating their customers' needs. Customers will know instantly which solution is best suited to their needs, and at what cost.

*"With Cameleon on iPhone our resellers will be able to provide their customers with an instant first estimate of the costs of materials. This visibility has been much appreciated by our customers, and will enable us to improve sales efficiency,"* said Ms. De La Celle, Marketing Director at FranciaFlex.

Cameleon's CPQ application is the first and currently only product configuration software to launch on iPad/iPhone.

*"Smartphones and other tablets have changed the culture of business communications, as well as how we conduct business on a daily basis,"* said Jacques Soumeillan, CEO of Cameleon Software. *"Early on, our customer base expressed its frustration with not being able to use our software on a mobile platform, so we as a company realized the importance of having a mobile application that our users could benefit from, wherever they were. We are delighted by the response we have received from our customers and partners in terms of the success they have seen downloading our app."*

Cameleon Mobile Configurator on iPhone and iPad app can be downloaded now from the Apple AppStore through iTunes, for use by anyone using Cameleon (Edge & Cloud versions).

## 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](http://www.cameleon-software.com) and [www.salesforce.com/appexchange](http://www.salesforce.com/appexchange)



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### 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.