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CONTACTS

Dan Brown / Kristin Rose

Mulberry Marketing

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

dbrown@mulberrymc.com / krose@mulberrymc.com

Leading Analyst Firm Evaluates the iPad's Impact on Accelerating the CPQ Process

Cameleon Software's Mobile Configurator iPad App achieving
strong market traction since launch

CHICAGO, August 23rd, 2011- A report from leading analyst firm Gartner has found that prospecting, account management and configure, price, quote (CPQ) processes will benefit from enterprise investment in the iPad. This June 2011 report by Michael Dunne, distinguished analyst at Gartner, entitled 'iPads: Their Impact on the Top Six Sales Processes' evaluates the growing usage of the Apple iPad, and its effect on sales processes, with CPQ ranking third most likely to provide high impact benefits.

"Mobility innovations will resonate with field sales forces that have to capture requirements, position products, assemble deals, generate proposals and quotes, and modify deals over the course of negotiations," said Dunne. "More promising use cases involve sales teams working on proposals while on the road and in home offices to assemble deals for simple services, as well as for ship-to-order and simpler assemble-to-order (i.e. limited variation of components) solutions."

Cameleon Software (PAR:CAM), the global leader in 'next generation' product configurator, quotes, proposals (CPQ) and eCommerce software, provides the first mobile configurator natively built for the iPad, and is available in the App Store. Tightly integrated with Force.com, salesforce.com's enterprise cloud computing platform, the app can be used 'as is' or can also seamlessly integrate with Salesforce CRM, and work in real-time to help companies quickly and accurately configure their products and services.

"Salesforce.com was a pioneer in sharing a vision of how social and mobile technologies impact business. Cameleon shares our vision as they find innovative ways to make mobile configuration a reality," said Kraig Swensrud, chief marketing officer, salesforce.com.

"Cameleon recently received a positive rating from the Gartner MarketScope for the CPQ market, and I believe we can proudly call ourselves a 'visionary veteran' in this market,"* said Cameleon CEO Jacques Soumeillan. *"For more than two decades, we have helped customers increase revenue. Today we are the first vendor to offer a mobile configurator native on the iPad and iPhone. This demonstrates our unique*

ability to enable our customers to further benefit from their CPQ investment by selling more anywhere and everywhere.”

Cameleon Software will be attending Dreamforce 2011 at Moscone Convention Center in San Francisco, August 30th – September 2nd, booth 1014 and will lead the session: “iPad Revolution: How going mobile will transform and boost sales efficiency” on September 1st at 11.45am.

*MarketScope for Configuration, Price, Quote Application Suites, 2011, published on June 3, 2011 by Michael Dunne and Gene Alvarez.

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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. Cameleon also offers the first mobile product configurator natively built for iPad/iPhone. 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, Tait Communications, IMS Health, Technip and ThyssenKrupp.

For more information, visit: www.cameleon-software.com and www.salesforce.com/appexchange

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