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Cameleon Software Announces Cameleon 8

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Cameleon Software (PAR: CAM), the global leader in 'next generation' product configurator, quotes, proposals (CPQ) and eCommerce software, announced today the availability of Cameleon 8. Cameleon's solutions empower sales teams to streamline their quote-to-order process and increase sales across all channels. They also enable product managers and marketing teams to define and launch new products faster.

With this new version users will benefit from an **improved user experience** primarily through:

- A brand new electronic catalog module including:
 - guided selling to enable users to find the most relevant products based on his or her expectations
 - advanced search based on multiple characteristics
 - the ability to compare offerings based on product features
 - bookmarking feature to easily retrieve products
 - multichannel deployment of product changes with a single click
 - multimedia product information, including pictures, datasheets, drawings, videos
 - ability to share product information through Facebook, Twitter
- An enhanced user interface both on the web and in Cameleon's native iPad version
- Tighter social media integration for all Cameleon modules.

Overall, Cameleon 8 includes more than 30 additional new features for an enhanced customer experience.

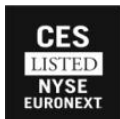
Jacques Soumeillan, CEO, stated: *"For more than 2 decades Cameleon has been helping companies to increase revenue through innovation and improved customer satisfaction. Our solution was the first to be "social media friendly", with Salesforce Chatter integration in April 2010, and the first to launch a native iPad application available through the App Store at the end of last year. Now Cameleon 8 is a big step forward for the customer experience with a deeply revised user interface to enable greater and smoother user adoption. With Cameleon 8 customers will be able to streamline their sales processes and to work better and faster anywhere."*

"Achieving the best user experience is a key driver for us when building a new version. We solicit customers' feedback on a regular basis and many of the enhancements are based on their comments," explained Sylvie Rougé, VP Product Marketing. "This release brings our solutions to the next level. Our product catalog now combines both very advanced features and functionalities while our mobile solution continues to deliver a unique answer to customers who want to work on the road as if they were in their office thanks to the native iPhone/iPad technology we leverage."

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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