



**FOR IMMEDIATE RELEASE**

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## **French Postal Service Implements Cameleon Software**

### ***Cameleon to support La Poste as market evolves***

**CHICAGO, IL, October 11, 2011** - Cameleon Software (Paris: CAM), the global leader in “next generation” product configuration, quotes, proposals (CPQ), and eCommerce software, is pleased to announce that La Poste, the main French postal operator, has chosen to implement Cameleon Software to support its sales strategy in a newly changing market.

Once a monopoly, the French postal market was opened to competition early in 2011. In this new environment, La Poste wants to maintain its leadership position while meeting its customers’ changing needs in this new competitive landscape.

In order to improve both responsiveness and flexibility for its customers, La Poste chose to implement Cameleon’s configuration, guided selling and quotation tool, enabling the company to respond more efficiently and promptly to consumer needs, while still upholding the expectations of its existing and future customers.

Cameleon Software’s offering enables La Poste to manage its product catalog in a more dynamic way, while accelerating the time-to-market of new offerings across every sales channel.

*“La Poste’s decision to implement Cameleon’s CPQ solution again confirms that product customization is no longer reserved to manufacturing companies alone,”* commented Jacques Soumellian, CEO of Cameleon Software. *“Being able to capture customer needs and optimally satisfy them is the new hobby-horse of every company, whatever their market, and Cameleon was one of the first to provide a relevant solution for “services” companies. We are also still the only vendor providing a natively built configurator for use on with mobile devices. We are pleased to have already gained the confidence of leading European companies such as, SFR, IMS Health and Gras Savoye and are honored to add La Poste to our list of leading partners.”*

## 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](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.