FOR IMMEDIATE RELEASE

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Touring Club Suisse (TCS) Chooses Cameleon Software to Support its Sales Development

A new renowned SaaS reference for Cameleon

CHICAGO, IL, January 25, 2012 - Cameleon Software (Paris: CAM), the global leader in "next generation" product configurator, proposals, quotes, (CPQ) and eCommerce software, continues to win new customers and today announced that Touring Club Suisse (TCS) has chosen Cameleon Software to support its member offerings and services.

Founded more than a century ago, TCS is the leading Swiss provider of personal and vehicle safety assistance, offering its member products and services ranging from car insurance to driving instruction, travel and tourism assistance and services, technical advice and road infrastructure audits. TCS is an affiliate of the American Automobile Association (AAA) in the United States and in every second Swiss household you find a TCS member.

David Spray, CRM Project Leader at TCS explained: *"Since its founding more than 115 years ago, TCS activities have grown exponentially and we now manage 24 local representatives, 18 technical centers and 15 training centers across Switzerland. In order to ensure optimal management of our members as we grow, we started by implementing Salesforce CRM. The next step was the deployment of a configure, price, quote solution. The tight integration of Cameleon CPQ with this CRM combined with Cameleon's expertise and ability to handle large deployments have quickly convinced us that we've made the right choice."*

Thanks to Cameleon CPQ, TCS and its different contact points can now manage their 1.6 million members in a more dynamic and collaborative way and quickly match services to individual member needs.

"We are very proud to count TCS among our customers. Once again, this new contract proves the relevance of our solution for services providers and insurance companies in particular," said Jacques Soumeillan, CEO at Cameleon Software. *"It is also part of our expansion both in Europe and among companies dealing with hundreds of CRM users—where potential users for Cameleon Cloud CPQ are numerous."*

About Cameleon Software

Cameleon Software is the global leader in "next generation" product configurator, quotes, proposals and eCommerce software. Cameleon solutions empower 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 as both Saas or On Premises. 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

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.

Cameleon Software

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