



**FOR IMMEDIATE RELEASE**

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## Zamil Air Conditioners Selects Cameleon Software to Improve Sales Processes with Configure-Price-Quote System

*The Largest Manufacturer and Supplier of Air Conditioning Units in the Middle East Selects Cameleon Configure Price Quote Software SaaS to Improve Sales Efficiency and Streamline Processes*

**CHICAGO, IL, April 5, 2012** – Cameleon Software (Paris: CAM), the global leader in “next generation” product configurator, quote, proposal and eCommerce software, today announced that Zamil Air Conditioners, a subsidiary of Zamil Industrial Investment Company “Zamil Industrial” (ZIIC:AB), selected Cameleon CPQ software to improve its sales efficiency.

With its head office and main plants in Saudi Arabia and production facilities in Italy and India, Zamil Air Conditioners produces around one million units annually. It manufactures a wide array of products for residential, commercial and industrial applications, ranging from room air conditioners to packaged units to large chillers. Zamil distributes its products through a dealer network to more than 55 countries.

*“Zamil Air Conditioners is a regional market leader and recognized international player. We were looking for a robust CPQ to help us streamline our complex sales process. Cameleon offers a user-friendly solution and the team is experienced in handling international deployments. We are looking forward to kicking off the project,”* said Zaki Sabbagh, CIO, Zamil Industrial.

*“This new win is important for Cameleon Software,”* said Jacques Soumeillan, CEO, Cameleon Software. *“This contract demonstrates once more the growing momentum for our SaaS offering. In the past few months more and more customers have been convinced by this version of Cameleon. We are delighted to have Zamil Air Conditioners being part of our customer base and we look forward to helping them bring their quote and proposal processes to the next level.”*

## 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 ADT/Tyco, Clear Channel, Gras Savoye, SFR, 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.