Cameleon Software Delivers Cameleon^{cloud} CPQ on Salesforce.com's Force.com Platform to streamline Sales Processes

Cameleon Software selects Force.com, tapping the power of social, mobile and open cloud technologies to transform customers into social enterprises

CHICAGO, IL, April 10, 2012 – Cameleon Software today announced that Cameleon^{cloud} CPQ is now available on Force.com, salesforce.com's social enterprise cloud platform for building employee-facing social apps. Cameleon Software goes one step further in its strategic partnership with salesforce.com and now offers its natively multichannel, multi device Configure Price Quote solution on Force.com.

Cameleon^{cloud} CPQ on Force.com generates professional quotes and proposals, handles complex pricing, enforces pricing strategies, cross-references special offers, and applies contractual terms. In addition, Cameleon^{cloud} CPQ on Force.com:

- accelerates multichannel deployments through a ISV portal for partners and resellers
- makes sales activity monitoring simple through reporting/dashboard capabilities
- shortens the "Quote to Cash" cycle by leveraging the "social" & chatter capabilities
- is easy to customize using Force.com

"At Cameleon Software our vision is to help customers to sell more, faster, no matter their channel and no matter where they are. This vision supports the mobile and social vision of salesforce.com. After being among the first partners to "chatterize" its application and the first CPQ vendor to offer a native mobile configurator on iPad/iPhone integrated into salesforce.com, we are delighted to bring our partnership to the next level by adopting Force.com. This new step shows our commitment to extend our footprint within the salesforce.com ecosystem and to enable the growing number of Force.com fans to enjoy the power of a multichannel, multi-device CPQ designed to handle great complexity," explained Jacques Soumeillan, CEO of Cameleon Software.

"We are delighted to partner with Cameleon Software, who shares our innovative vision of the mobile and social enterprise and is a major player in its market," said Ron Huddleston, SVP alliances for salesforce.com. *"We are very excited to have Cameleon embracing the Force.com platform to deliver more value to our customers."*

The Power of Social, Mobile and Open
Cameleon^{cloud} CPQ is a powerful solution enabling sales teams to sell more, faster, no matter the channel (web, call center, store…), and no matter the device (tablets, PCs, etc…). Built to support

multichannel deployments and the first mobile CPQ natively available on iPad/iPhone, Cameleon's solution is also fully "chatterized," which provides sales people with the ability to sell on the road while interacting with the project's stakeholders in the cloud, seamlessly and in real time. With the capacity to configure, price and quote from anywhere, companies are more responsive to their customers' requirements and can quickly grow their business through the power of Cameleon's social, mobile and open cloud CPQ technology.

Availability: April 2012

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 and www.salesforce.com/appexchange.

About the Force.com Platform and AppExchange

Force.com is the trusted social enterprise platform for building and running any employee app in the cloud. Force.com powers the Salesforce CRM apps, the more than 200,000 custom apps used by salesforce.com customers such as Japan Post, Kaiser Permanente, KONE, and Sprint Nextel and the more than 1,300 ISV apps built by partners such as BMC, FinancialForce.com and Fujitsu.

Enterprise apps built on the Force.com platform can be easily distributed and marketed through the salesforce.com AppExchange http://www.salesforce.com/appexchange/.

The salesforce.com social enterprise platform delivers the most trusted and comprehensive cloud technologies for social, mobile and open apps. It includes Force.com, the cloud platform for employee apps, Heroku, the cloud platform for customer apps and Database.com, the cloud database to integrate the social enterprise.

Salesforce, Social Enterprise, Dreamforce, Force.com, Heroku, AppExchange, Database.com and others are trademarks of salesforce.com, inc.

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.