



Press Release

## Cameleon Software's Mobile Configurator Project Selected by OSEO

*OSEO to Support Cameleon Software to Bring its Mobile CPQ to the Next Level*

**CHICAGO, IL, May 24, 2012** – Cameleon Software (Paris: CAM), the global leader in multichannel, multi-device product configurator, quote, proposal (CPQ) and eCommerce software, today announced that OSEO, the state owned company dedicated to providing assistance and financial support to French SMEs and VSEs in the most decisive phases of their life cycle, chose to financially support the development of the new version of Cameleon's CPQ mobile solution.

Cameleon Software is the leader in mobile configuration and provides, since 2010, the first native mobile CPQ application for iPad/iPhone. Today, as the market keeps growing and demands for mobile and social applications continue to gain strong momentum, Cameleon Software continues to innovate.

This new ambitious project should lead to a brand new mobile and social CPQ application for tablets by the end of 2013.

OSEO has supported 84 000 projects over the year 2011. The OSEO endorsement is the recognition that the Cameleon Mobile project brings unique value to the market and that Cameleon Software will bring mobile configuration to the next stage.

*"OSEO's mission is to support French companies carrying innovative projects. We have thus been immediately convinced by Cameleon Software's aspiring and ambitious mobile project, and we have decided to support the vendor. Providing "business" mobile apps is, indeed, a strong market trend. While Cameleon is a major player on the CPQ market, we are very pleased to support this new mobile app and we are confident that a French vendor will ultimately lead this ever-growing market,"* says Laurent de Calbiac, Regional Director, OSEO.

*"Our customers are looking for mobile applications that enable them to sell more, faster, anywhere. Cameleon Software leads the Mobile CPQ market and we are truly delighted that our vision, project and cutting-edge technology have convinced OSEO to support us,"* says Jacques Soumeillan, CEO, Cameleon Software. *"With OSEO' support we will be able to more quickly develop and deliver a revolutionary mobile CPQ to the market."*

### About Cameleon Software

Cameleon Software is the global leader in multichannel, multi-device 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).

### About OSEO

OSEO was born in 2005, by bringing together ANVAR (French innovation agency) and BDPME (SME development bank), around a mission of general interest supporting the regional and national policies. Its mission is to provide assistance and financial support to French SMEs and VSEs in the most decisive phases of their life cycle : start up, innovation, development, business transfer / buy out. By sharing the risk, it facilitates the access of SMEs to financing by banking partners and equity capital investors.

OSEO covers three areas of activity:

- Innovation support and funding: for technology transfer and innovative technology-based projects with real marketing prospects.
- Guaranteeing funding granted by banks and equity capital investors.
- Funding investments and operating cycle alongside the banks.



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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.