



FOR IMMEDIATE RELEASE

CONTACTS

Tom Crosby

+1 (919) 370-3269 or +1 (919) 619-8445 (mobile)

PEER 1 Hosting Chooses Cameleon Software to Enhance Sales Operations on a Global Scale

CHICAGO, IL, July 9, 2012

[Cameleon Software](#) (Paris: CAM), announced today that [PEER 1 Hosting](#) (TSX:PIX), a leading online IT infrastructure provider, will deploy Cameleon CPQ (Configure, Price, Quote) solution in order to improve the effectiveness of its sales processes worldwide.

PEER 1 delivers highly scalable [Managed Hosting](#), Self-Managed Hosting and [Colocation](#) solutions to ensure that customers' online presence is always fast and always available. A leading player in a highly competitive market, PEER 1 has grown to include data centers and network points of presence in 17 major cities across North America and Europe since 1999. Serving a variety of companies in various industries, PEER 1 offers turnkey solutions that meet businesses' intense ecommerce requirements, regardless of company size.

As an industry leader, PEER 1 constantly looks for ways to improve the efficiency and effectiveness of its sales processes. With Cameleon Software's CPQ solution, PEER 1 will not only reduce the time-to-market for building and launching new offerings on an international scale, but also enable its sales reps to optimize the configuration process and generate accurate quotes and proposals faster.

Jay Newman, Senior Vice President of Sales at PEER 1 explained: *"Our sales reps in North America and in Europe are using Salesforce CRM on a daily basis, so when looking for a CPQ solution, a tight and seamless integration with this CRM was one of our top requirements. Another key element of our decision was the ability of the solution to handle hundreds of offers combined with multiple currencies and pricing structures,"* he continued. *"We evaluated several vendors and Cameleon clearly provides the best customer experience. We are now looking forward to deploying the software and making the lives of both our product marketing and sales teams easier. We expect a significant decrease in the overall time to produce new offers and new quotes and thus, expect increased sales."*

Cameleon Software will enable PEER 1 Hosting's sales and marketing teams to be more agile and efficient thanks to the unmatched performance and scalability capabilities of its [solutions](#), which are perfectly suited for large organizations with multiple and complex offerings.

"We are excited about this ambitious multi-continent project with PEER 1 Hosting," stated Jacques Soumeillan, CEO of Cameleon Software. *"This new deal illustrates once more the strong and growing momentum for configuration and guided selling solutions in the [high-tech industry](#). Cameleon is consistently strengthening its presence here as well as in the insurance, telecommunications and media sectors."*

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 and www.salesforce.com/appexchange.

About PEER 1 Hosting

PEER 1 Hosting is one of the world's leading IT hosting providers. The company is built on two obsessions: Ping & People. Ping, represents its commitment to best-in-breed technology, founded on a high performance 10Gbps FastFiber Network™ connected by 18 state-of-the-art datacenters, 22 points-of-presence and 10 colocation facilities throughout North America and Europe. People, represents its commitment to delivering outstanding customer service to its more than 10,000 customers worldwide, backed by a 100 percent uptime guarantee and 24x7x365 FirstCall Support™. Info-Tech Research Group recently named PEER 1 Hosting as a "Champion" in its Canadian colocation and managed services Vendor Landscape report, recognizing the company's strength in product offerings and enterprise strategy in the global IT marketplace. PEER 1 Hosting's portfolio includes Managed Hosting, Dedicated Servers under the ServerBeach brand, Colocation and Cloud Services under the Zunicore brand. Founded in 1999, the company is headquartered in Vancouver, Canada, with European operations headquartered in Southampton, UK. PEER 1 Hosting shares are traded on the TSX under the symbol PIX.

For more information visit: www.peer1.com or www.peer1hosting.co.uk.



ALL RIGHTS RESERVED © 2012 CAMELEON SOFTWARE. Cameleon is a registered trademark of Cameleon Software. All other product and company names mentioned are the property of their respective owners.

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.