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Cameleon Software Announces Gold Sponsorship of Dreamforce 2012

Dreamforce, the world's largest cloud computing event, invites attendees to experience the social enterprise

CHICAGO, IL, August 23, 2012 - Cameleon Software (Paris: CAM, www.cameleon-software.com), today announced it will be a Gold sponsor of salesforce.com's Dreamforce 2012 conference (www.dreamforce.com). The conference will be held September 18-21, 2012, at the Moscone Center in San Francisco. Cameleon Software provides a multichannel, multi-device CPQ (configure, price, quote) and eCommerce software that tightly integrates with Salesforce CRM. Cameleon CPQ enables sales and marketing teams to quickly design, configure and price offers, and generate accurate quotes and proposals on every sales channel, including tablets like the iPad. Cameleon CPQ encourages companies to improve their overall sales effectiveness and ultimately increase revenue. Cameleon Software will be at booth 1307 in the Cloud Expo.

"We are very proud to be a Gold sponsor of Dreamforce for the third year in a row," said Jacques Soumeillan, CEO of Cameleon Software. "Cameleon has been among the first vendors to embrace salesforce.com's vision of the social enterprise by introducing a mobile CPQ for Salesforce CRM natively built on the iPad and iPhone. We are now eager to show the thousands of Dreamforce 2012 attendees our newly designed mobile solution, which is even more social, and we are excited to contribute to extending the social enterprise experience alongside salesforce.com."

"Companies around the world are transforming into social enterprises by connecting to their customers and employees in entirely new ways" said Kraig Swensrud, chief marketing officer, salesforce.com. "Dreamforce attendees will be able to see firsthand how partners like Cameleon Software help them reach new levels of customer success through the power of cloud computing."

Dreamforce 2012 is the industry's largest cloud computing and enterprise technology event, welcoming more than 70,000 registered attendees to experience the power of the social enterprise. With more than 650 sessions and 350 cloud companies in the expo, attendees can participate in interactive sessions, hands-on training with cuttingedge technology, thousands of live demos and unparalleled networking. In addition, Dreamforce welcomes special guests Sir Richard Branson, Founder of Virgin Group; Jeff Immelt, CEO of General Electric; Gen. Colin Powell, former Secretary of State; Tony Robbins, Entrepreneur, Author & Peak Performance Strategist; and The Red Hot Chili

Peppers. Dreamforce 2012 offers attendees everything they need to succeed as a social enterprise in four days, under one roof.

Additional Information

- Register for Dreamforce: www.dreamforce.com
- Become a fan of Dreamforce on Facebook: <http://www.facebook.com/dreamforce>
- Follow @Dreamforce on Twitter: <http://www.twitter.com/dreamforce>

About Cameleon Software

Cameleon Software is the global leader in multichannel, multi-device, product configurator and eCommerce software. Cameleon solutions empower customers' sales teams to streamline their quote-to-order process and increase sales across all channels while facilitating marketing teams to define and launch new products faster. Cameleon's SaaS and On-Premise solutions integrate with leading CRM and ERP systems including Salesforce, SAP, Oracle and Microsoft. 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. Examples include ADT/Tyco, Cable One, Clear Channel, Gras Savoye, SFR, Technip and ThyssenKrupp.

For more information, visit: www.cameleon-software.com and www.salesforce.com/appexchange.



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