



FOR IMMEDIATE RELEASE

CONTACTS

Tom Crosby

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

tom@bluebirdstrat.com

Cable ONE Chooses Cameleon Software to Configure and Price Offers in the Cloud

Cameleon Software and Acumen Solutions achieve Cable ONE's implementation project in a record time

CHICAGO, IL, October 23, 2012

Cameleon Software (Paris:CAM), announces today that Cable ONE, a major operator of cable systems, has implemented Cameleon CPQ for Salesforce CRM to streamline its sales processes.

Cable ONE delivers cable television, telephone and high-speed Internet services to dozens of cities over 19 states. In a competitive market, Cable ONE targets smaller cities and is the dominant player covering this market segment.

Cable ONE has used Salesforce CRM for several years and turned to Cameleon Software and Acumen Solutions to implement Cameleon CPQ, a solution that:

- handles the complexity and unique infrastructures of each city,
- manages the subscription renewal process more easily and
- reduces the time and costs necessary to price an offer and generate a quote.

"Cable ONE is pleased to partner with Cameleon in an effort to streamline our sales processes," said Robert Moore, Director of Business Sales at Cable ONE. "Since Cameleon CPQ is fully integrated into our Salesforce CRM and billing systems, we can now more efficiently configure price offers and generate quotes seamlessly in real time. This deployment will enable us to be more responsive to our customers, while keeping our costs low."

"We are delighted about this new deal with Cable ONE. The project was live in 2 months thanks to a very efficient implementation from our partner Acumen Solutions," explained Jacques Soumeillan, CEO of Cameleon Software. "The Cable ONE project demonstrates, once again, the great teamwork between Cameleon and Acumen Solutions to make the customer successful."

Tom Bullotta, Managing Director of Communications and Media at Acumen Solutions states: *"We have built an ecosystem of best-of-breed providers of cloud solutions and we are proud to achieve such great success implementing solutions from Cameleon and salesforce.com. We have been partners with Cameleon for two years now and look forward to continuing the great work, even with the most complex projects."*

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, hitech and manufacturing, including ADT/Tyco, Clear Channel, Gras Savoye, SFR, Technip and ThyssenKrupp.

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

About Acumen Solutions

Acumen Solutions is the trusted leader in Enterprise Cloud Transformation, helping organizations realize dramatic improvements in productivity and profitability through innovations in business and technology. Industry and government leaders including American Express, Comcast, McKesson, and the US Securities and Exchange Commission rely on our global consultants to deliver cloud solutions that yield exceptional results. We apply this same focus on results to our unparalleled social responsibility program, generating sustainable impact across our local communities.

For more information: www.acumensolutions.com.

About Cable ONE

Headquartered in Phoenix, Arizona and owned by The Washington Post Company, Cable ONE provides cable television, high-speed Internet, and telephone service to more than 625,000 customers in 19 states.



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.