



FOR IMMEDIATE RELEASE

CONTACT

Tom Crosby

+1 (919) 370-3269

[tom@bluebirdstrat.com](mailto:tom@bluebirdstrat.com)

## Cameleon Software announces its mobile application now being “Social”

CHICAGO, IL, February 5, 2013

Cameleon Software (Paris: CAM), announces today that Cameleon<sup>Touch</sup>, its mobile CPQ application, has been highlighted as a “social” app on the world's leading business apps marketplace.

After an advanced evaluation, Cameleon mobile CPQ has been highlighted as a “Social App” on Salesforce.com’s AppExchange. This distinction demonstrates that Cameleon<sup>Touch</sup>, the latest version of Cameleon mobile CPQ, is a collaborative and innovative solution which strongly improves the user experience through social and mobile networks.

*“Cameleon Software was the first vendor to launch a mobile CPQ application. With innovation at the core of our DNA, we are proud to also be a pioneer in social CPQ. Cameleon recognizes that CPQ must be more mobile and social in order to deliver an amazing user experience.”* said Sylvie Rougé, VP, Product Marketing of Cameleon Software.

*“It is important for our organization to continue to deliver on salesforce.com’s vision by helping companies become more social and mobile businesses,”* stated Jacques Soumeillan, CEO of Cameleon Software. *“We are proud to see that the social features of our solution are in line with this vision for the social era. While demand for CPQ solutions is growing, we continue to lead the way through innovation and best in class user experience.”*

## 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](http://www.cameleon-software.com) and [www.salesforce.com/appexchange](http://www.salesforce.com/appexchange).



ALL RIGHTS RESERVED © 2013 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.