



**FOR IMMEDIATE RELEASE**

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## Pearson & Cameleon Software Collaborate on Personalizing Customer and Service Experience

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Cameleon Software (Paris: CAM), today announced that Pearson, the leading global education company, has selected its Configure, Price, Quote (CPQ) solution as part of a business transformation initiative aimed at enhancing the customer experience.

Anticipating the growing need for customized services as well as the shift from paper to digital, Pearson adapted its business processes to market changes and, as part of its strategy, implemented a CPQ solution from Cameleon. The tight integration of this solution with Salesforce CRM, as well as its innovative mobile capabilities, will support Pearson's development of a deeper personalized customer and technical service experience, at any time and from any device, whether from their laptop, tablet or smartphone.

*"We are delighted that an industry leader such as Pearson has chosen Cameleon," stated Jacques Soumeillan, CEO of Cameleon Software. "This new reference is in line with our strong growth in the US, especially among tier-one organizations wishing to become more agile, mobile and collaborative in their sales processes by relying on the best in breed functionalities of our solution and their tight integration with Salesforce CRM. We look forward to being part of Pearson's project and business transformation initiative."*

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, Cable ONE, Sage, 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).



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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.