



SuccessFactors Approved to Cross-List on NYSE Euronext Paris in Connection with the Pending Transfer to the New York Stock Exchange

Application for cross-listing on the Frankfurt Stock Exchange to follow

SAN MATEO, Calif. – July 12, 2011 – SuccessFactors, Inc. (NASDAQ:SFSF) today announced that the French Autorité des marchés financiers (“AMF”) has approved the company’s prospectus for admission of its Common Stock to be cross-listed and traded on the Professional Segment of NYSE Euronext in Paris under its current ticker symbol “SFSF” and has granted visa number 11-311 dated July 12, 2011, on the prospectus. This cross-listing will occur in connection with the previously announced transfer of its listing of Common Stock to the New York Stock Exchange (“NYSE”), expected to occur on July 19, 2011. SuccessFactors, Inc.’s Common Stock is scheduled to begin trading in Paris on July 19, 2011. The company will also apply for cross-listing of its Common Stock on the Frankfurt Stock Exchange. The company will continue to trade on the NASDAQ until the transfer to the NYSE is completed. The attention of investors is drawn to the risk factors described in the prospectus.

Copies of this prospectus may be obtained from SuccessFactors, Inc. at 1500 Fashion Island Blvd., Suite 300 San Mateo, California 94404 U.S.A. and from its paying agent in France, Société Générale – Titres et Bourse (Postal address: 32, rue du Champ de Tir, BP 81236, 44312 Nantes Cedex 3, France). The prospectus will also be available on SuccessFactors’ website at www.successfactors.com and the AMF’s website at www.amf-france.org.

About SuccessFactors, Inc.

SuccessFactors is the leading provider of cloud-based [Business Execution Software](#), which delivers business alignment, team execution, people performance, and learning management solutions to organizations of all sizes across more than 60 industries. With approximately 15 million subscription seats globally, we strive to delight our customers by delivering innovative solutions, content and analytics, process expertise and best practices insights from serving our broad and diverse customer base. Today, we have more than 3,500 [customers](#) in more than 168 countries using our application suite in 34 languages.

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<http://www.successfactors.com/successconnect/>.

"Safe harbor" statement under the Private Securities Litigation Reform Act of 1995:

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements are SuccessFactors’ current expectations and beliefs.

These forward-looking statements include statements about future listings in Germany. Factors that could cause actual results to differ materially from those contemplated by these forward-looking statements include uncertainty as to timing of regulatory review in Germany. If any such risks or uncertainties materialize or if any of the assumptions proves incorrect, our results could differ materially from the results expressed or implied by the forward-looking statements we make.

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