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Dial 800 Chooses Cameleon Software to Optimize Sales Operations

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Cameleon Software (PAR:CAM), the global leader in product design, sales configuration, quotes, and proposals software, today announced that Dial 800 has chosen to utilize Cameleon's software to optimize its sales process.

Dial 800 is a marketing optimization company providing enhanced monitoring of marketing campaigns through its suite of call tracking, call routing and other SaaS tools paired with memorable toll-free numbers.

"A recent case study demonstrated that premium 800 numbers increased caller response to short-form direct response TV and radio ads by 25% to 69%," said Eddie Treizman, director of operations at Dial 800. "This case study confirms that clients using our repeater and vanity toll-free numbers, in conjunction with our call tracking and advanced call routing services, generate more revenue. That's one of the reasons our company has had nine consecutive quarters of profitability and growth. We chose Cameleon as a key component of our technology strategy to support the volumes of business we are handling and projecting."

"The fact that Cameleon is a Salesforce partner with a seamless integration within the application and that the company has received a Positive rating in Gartner's MarketScope for Sales Configuration 3Q09 were key to our decision. Furthermore, Cameleon demonstrated two key qualities from the start: a commitment to understanding our business processes and a solid implementation methodology," Treizman continued.

Cameleon Software uses the collaborative Agile implementation methodology, giving new customers like Dial 800 confidence that the process will be efficient and thorough, eliminating superfluous implementation iterations and blind waiting periods to verify results.

Jacques Soumeillan, CEO at Cameleon Software, commented, "Cameleon's solution goes further than a traditional 'product configurator' solution as it really bridges the gap between the marketing and sales teams. Cameleon enables marketers to launch new product offers faster while enabling the sales team to sell more by better matching customer needs with available promotions. Our solution is available in SaaS format and integrated with Salesforce.com. We are looking forward to a positive and successful experience with Dial 800, and are delighted to see more and more Salesforce.com customers like them choosing to deploy Cameleon."

Cameleon's software products enable companies to accelerate product and service launches while increasing sales across all channels, optimizing products' configuration, quotes and proposals. Its solutions also expedite the design and launch of personalized offerings by marketing teams. Cameleon combines SOA and web 2.0 techniques to offer performance and scalability that fits large and enterprise organizations' needs.

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About Dial 800

Dial 800's mantra is "Spend Less; Make More". Its optimization suite—including CallView360, Accuroute, RapidRecall and Boomerang—ensures that clients make the most out of their marketing spends. Users enjoy an unparalleled insight into lead sources and call volume, caller demographics, and call recordings—all with the benefit of sophisticated API and IVR call routing capabilities.

Dial 800 is headquartered in Los Angeles, California. For more information visit www.dial800.com.

About Cameleon Software

Cameleon Software (PAR: CAM) (formerly Access Commerce) is the global leader in product design, sales configuration, quotes and proposals software, helping companies to accelerate product and services launches while increasing sales across all channels. Cameleon Software enterprise solutions empower marketing teams to reduce time-to-market for products and services that require advanced personalization and sales teams to improve their performance by reducing the quote-to-order cycle. Cameleon Software provides a solution that bridges the gap between the sales and marketing teams resulting in cost reduction and revenue increase. Cameleon Software is platform agnostic and integrates to leading ERP and CRM systems including Microsoft, Oracle, SAP and Salesforce.com. Founded in 1987 and listed on Euronext Exchange since 1999, Cameleon Software customer base includes leading enterprises in manufacturing, insurance, telco and high tech such as: ThyssenKrupp, CTB, Technip, Gras Savoye, Vodafone SFR, TAIT, Yellow Pages and IMS Health.

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

Applications built on the Force.com platform can be easily distributed to the entire cloud computing community through the salesforce.com AppExchange 2 marketplace <http://www.salesforce.com/appexchange/>, now featuring the ChatterExchange.

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.

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