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## **Lectra Reaffirms Commitment to Promoting Technology Advancement in the Fashion Industry**

*World Leader in Fashion-Dedicated Solutions, Lectra to Participate in the International Textile & Apparel Association's 62<sup>nd</sup> Annual Meeting*

**ATLANTA, GA, October 19, 2006** – Lectra, the world leader in software, CAD/CAM equipment and related services dedicated to the fashion sector, announced today its participation for the tenth consecutive year in the 62<sup>nd</sup> International Textile & Apparel Association's (ITAA) Annual Meeting, to be held November 1-4 at the Marriott Plaza San Antonio in San Antonio, Texas. The meeting convenes leading university scholars, educators and students working in the textile, apparel and merchandising disciplines.

Serving more than 17,000 customers worldwide, Lectra offers innovative, fashion-dedicated solutions that span the entire product lifecycle, covering design, product development, prototyping, product lifecycle management, manufacturing and retailing. The company offers the apparel industry's most highly integrated technologies, all backed by more than 30 years of multi-sector experience and an unrivaled international service network.

The company will present three awards during the ITAA Conference. The "Lectra Outstanding Faculty Designer Award" will go to the faculty member who has produced the most original garment. The winner will be awarded a trip to Paris, France that will include a visit to Lectra's world headquarters and an invitation to attend the renowned seasonal fabric exhibition show, *Première Vision*, in January, 2007.

Lectra will also award the "Lectra Innovation Award for Faculty Research" and the "Lectra Innovation Award for Teaching" to the authors of papers on pioneering technology applications for the apparel market. The two winners will each receive a \$1,000 prize.

*"As a member of the ITAA, we're pleased to support to this important educational forum,"* said Ina Taub, Project Manager for Lectra North America. *"This meeting is a great opportunity to showcase Lectra's vision and to recognize faculty members who are dedicated to technology advancement in the apparel industry."*

### **About Lectra**

With 1,500 worldwide employees and \$260 million in 2005 revenues, Lectra is the world leader in software, CAD/CAM equipment and related services dedicated to large-scale users of textiles, leather and industrial fabrics. Lectra address a broad array of major global markets, including fashion (apparel, accessories, footwear), automotive, aeronautical and furniture. Lectra is listed on the Euronext Paris stock exchange.

For more information please visit [www.lectra.com](http://www.lectra.com)