

Lectra at ITMA and Première Vision

Paris, July 23, 2007 – Lectra, the world leader in integrated technological solutions dedicated to industries that use soft goods, will be at ITMA (Hall A2 / 105-202) in Munich, Germany from September 13-20, 2007 and Première Vision (Hall 5, Stand 5A4) in Paris from September 18-21.

At both these tradeshows, Lectra will officially launch *Kaledo*, its new design solution devoted to fashion designers. The tradeshows will also be an opportunity to discover or re-discover *Lectra Fashion PLM*, Lectra's production lifecycle management offer and *Modaris 3D Fit*, the virtual prototyping solution in 3D.

A unique, end-to-end offer devoted to fashion

In early 2007, Lectra showcased its new end-to-end technological offer dedicated to the fashion industry, covering every step from design to point-of-sale.

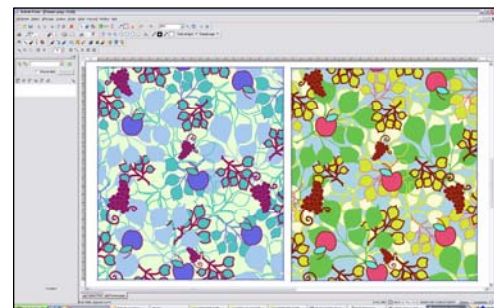
Together, Lectra's solutions speed up the product development cycle by capitalizing, among other things, on faster, more efficient communication between all the actors in the production chain, particularly between fashion designers and textile manufacturers.

By relying on flawless communication and good process control, fashion players can shorten their time-to-market and gain in competitiveness.

***Kaledo* revolutionizes design**

In a context of constant collection renewal, *Kaledo* allows companies to speed up the design process to launch product lines that keep pace with trends and consumer expectations. It also improves communication flow between designers and their contacts, both in-house and out.

Thanks to the *Kaledo Collection* application for designing collections as well as the *Kaledo Print*, *Kaledo Knit* and *Kaledo Weave* textile applications, textile designers can present, test, change and develop many more styles and from there easily create a wide variety of colors and sizes.



Communication throughout the design network is simpler and faster: realistic simulations allow everyone involved to grasp creative concepts more easily, and go on to make the right decisions. Technical information is integrated right from the start of textile design, enabling reliable data transfer to and from manufacturers.

Different collection themes can be rapidly developed in *Kaledo Collection* by associating styles with fabrics created in the textile applications.

Kaledo Collection guarantees designers substantial time savings thanks to the automation of many tasks. It allows them to structure their collections and share their data in real-time with the teams involved in the development. In that way, collections may be fine-tuned and launched much faster.

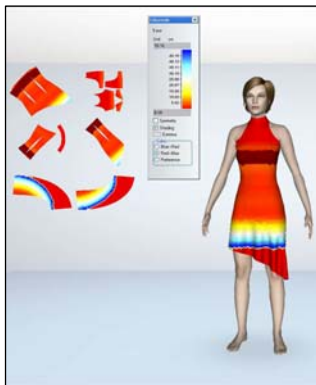
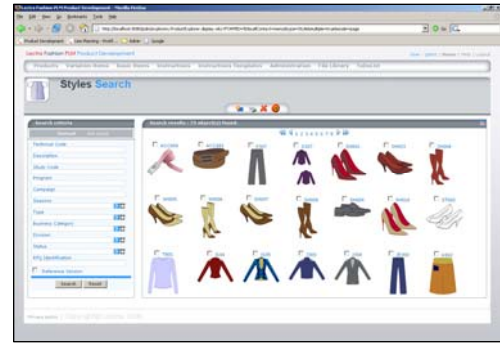


Lectra Fashion PLM: a great leap forward

Lectra Fashion PLM is the leading PLM solution devoted to fashion, offering a virtual collaborative environment that supports iterative processes for design, development (specifications, sourcing and pattern-making) and collection marketing up to the point of sale.

Lectra Fashion PLM ensures, among other aspects, effective teamwork for all the processes linked to sourcing fashion products and their associated fabrics: quick, accurate management and synchronization of multiple calls for tender; prototype reviews; highly-realistic costing simulations.

By providing fashion players with the possibility of integrating product design and collection management processes, *Lectra Fashion PLM* meets the two-fold demand for innovative products and cost effectiveness.



Modaris 3D Fit: the most powerful virtual prototyping solution in the apparel industry

Modaris 3D Fit represents major progress in CAD technology. Thanks to the realistic visualization and simulation of garment models in 3D, in a wide range of colors and fabrics, *Modaris 3D Fit* enables fit control, style validation and collection review.

This innovative solution also makes it possible to reduce the number of physical prototypes required and facilitate communication in-house as well as between contractors and sub-contractors.

About Lectra

Lectra is the world leader in integrated technology solutions that automate, streamline and accelerate product design, development and manufacturing processes for the soft goods industries. Lectra develops the most advanced specialized software, cutting systems, and provides associated services to a broad array of markets including fashion (apparel, accessories, footwear), automotive (car seats and interiors, airbags), aeronautical, marine, and furniture. In the fashion sector, Lectra's expertise is in optimizing business process through fashion-dedicated PLM (Product Lifecycle Management). This integrated enterprise software covers the entire value chain, from design to manufacturing to managing the collections lifecycle. Lectra serves more than 17,000 customers in over 100 countries with 1,500 employees and \$272 million in 2006 revenues. The company is listed on the Euronext Paris stock exchange).

For more information, please visit www.lectra.com.