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Lectra to showcase its 2007 technological innovations at SAMAB

Paris, July 26, 2007 – Lectra, the world leader in integrated technological solutions dedicated to industries that use soft goods, will showcase its whole range of solutions and services especially designed to allow fashion players to shorten their time to market and gain in competitiveness, at its 840m²-stand (PAD. 10/1 – Stand A57-C58) during SAMAB to be held from September 11 – 13th in Milan, Italy.

In particular, Lectra will present its PLM offering, *Lectra Fashion PLM*, its new *Kaledo* design offer, created especially for designers, its 3D virtual prototyping solution, *Modaris 3D Fit*, and its new range of cutters, *VectorFashion*.

Events every day

Four times a day, at the Lectra stand, visitors will be able to attend a 15-minute show illustrating a collection, from its conception to sale. Shows will take place at 10 am, 12 noon, 2:30 pm and 4:30 pm.

Shows will also be offered at regular intervals on the following 4 themes: collection lifecycle management, collection design, product development, and expert software.

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.

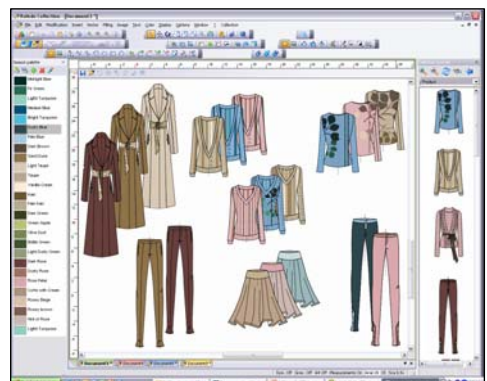
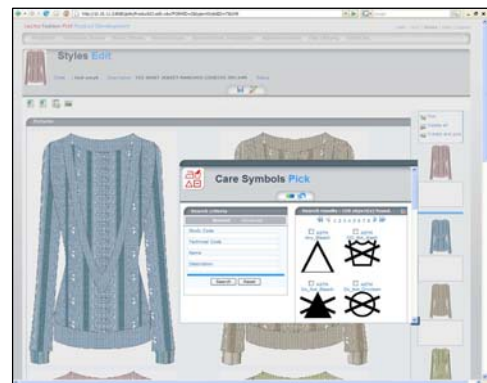
The integration of business applications as well as collection and process management software enables action to be taken in key areas leading to improved performance for fashion companies: capacity for innovation, brand identity, frequency and time to market, quality assurance, control of development costs for products and materials, management and synchronization of multiple processes, and decision-making about collection content.

In this way, *Lectra Fashion PLM* meets the two-fold demand for innovative products and profitability.

Official launch of *Kaledo*: creativity above all

With an ever-increasing number of collections, *Kaledo* ensures significantly faster product development cycles.

The new *Kaledo* range, which covers all the requirements for designing collections, prints, knits and yarn-dyed woven fabrics, offers style and textile designers an intuitive working environment, loyal to their trade. This innovative solution improves communication between the design teams and their network whether in-house or out, guaranteeing the quick development of products in harmony with the original concept.





With *Kaledo Collection*, this offer's cornerstone, designers have a unique tool enabling them to design and modify their collections fast; all the models, styles, components and materials are actually saved and each modification made to a style, color or fabric is automatically made in all the documents.

Modaris 3D Fit: the most powerful 3D virtual prototyping solution on the market



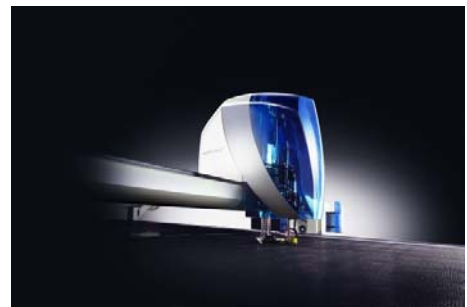
By combining fabric data (thanks to a library of 120 fabrics, each with its mechanical characteristics), 2D patterns, and 3D virtual mannequins (standard and configurable), *Modaris 3D Fit* enables realistic simulation and visualization of the garment models in 3D, with a variety of different fabrics, motifs and color ranges. It ensures control of garment fit (ease, grain, sewing lines, control of proportions...), style and collection validation.

This innovative solution reduces the number of physical prototypes required. It facilitates teamwork between designers, pattern-makers, product developers and marketing teams as well as exchanges between prime contractors and sub-contractors.

Vector: power and intelligence in action

Manufacturers today face productivity and flexibility challenges. In addition to increasingly diversified orders with shorter and shorter delivery times, there is a need to control costs and offer perfect quality. By offering a technological response adapted to clothing manufacturers' needs for expansion, Lectra has demonstrated its added value and ensured a fast return on investment.

To enhance production capacity, the new generation of *VectorFashion* has a powerful motor that allows for cutting of more garments and faster, thus increasing productivity by up to 15%. It guarantees an ultra-precise cut, even with edges at a tangent, to optimize marker making and save up to 5% of fabric per year. Manufacturers can fill up to 50% more orders, thanks to a reliable solution with integrated preventive maintenance.



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 and 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 industry, Lectra's expertise covers the optimization of processes through its PLM (Product Lifecycle Management) solution, specifically designed for industries in this sector. This integrated business software covers the entire value chain, from design through production, including the management of the collection life cycle. 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