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As part of its Education program, Lectra signs its first "Privilege" partnership in China with Donghua University

Paris, December 13, 2007 – Lectra, the world's leading provider of integrated technology solutions for the fashion industry**,** is pleased to announce the signature of a *"Privilege"* partnership with the renowned Donghua University in Shanghai, China.

For years, Lectra has supported education by offering the use of its technologies and expertise. To date, over 660 schools and universities worldwide have integrated them into their curricula.

Above and beyond its traditional partnership program, Lectra wanted to strengthen its presence and actions targeted at the world of education by setting up two new partnership programs, launched in September 2007: the "*Advanced"* partnership – including end-of-study support and sponsoring – and the "*Privilege"* partnership – comprising a personalized approach and follow-up, based on a very strong joint commitment.

The agreement with Donghua University was signed within this framework and is the first "Privilege" partnership signed by Lectra in China.

As a key actor in the fashion industry in China since 1986, Lectra Greater China, whose Asia-Pacific headquarters are located in Shanghai, serves 1,800 customers including major groups such as Hempel, Youngor, Sabrina, Jiangsu Liberty Group, ACE Style, QMI Group, Hongdou Group, Ever Glory Group, Orient Forest, Romon Group, Embry, etc.

Donghua University's School of Fashion & Art Design and Lectra have built a solid relationship over the years. The signature of this partnership, which implies strong involvement from both partners, shows the desire of both sides to further reinforce their links and benefit from their mutual expertise.

Based on a contract specifically adapted to the university's needs, which includes a tailored follow-up as well as a very strong joint commitment, Donghua University and its students will benefit from Lectra's expertise through conferences, internships and support for student projects. Lectra and Donghua University will also be encouraged to share information and data related to best industrial practices, the use of software and training materials.

An insight into excellence

Donghua's School of Fashion & Art Design is one of China's most widely-recognized fashion design schools. Through its seven departments, it provides general education related to textile and garment design and engineering for industry, with 160 instructors and more than 2,800 students. It is also integrating graduate programs and developing networks with renowned institutions around the world to reinforce its professional reputation.

The combined expertise of the School of Fashion & Art Design and Lectra will allow Chinese students to benefit from the best tools and network. *"Our goal is to ensure that our students receive training that is perfectly adapted to the industry's needs,"* says Li Ke Ling, dean of the school. *"We know Lectra is the best partner for us and has the best solutions. We are excited about all the projects we will develop together. The relationship between Donghua University and Lectra began with the use of Lectra solutions. Today, all workstations in Donghua's fashion courses are equipped with the latest versions of Lectra software: Modaris for pattern making, Diamino for marker making and Kaledo for design. Within the framework of this agreement, some students from the University will also be able to install the software licenses on their own laptops."*

Mutually beneficial interaction

"In addition to granting the right to use our software licenses free of charge, we also give students the opportunity to do internship programs," said Harvey Tseng, Lectra's General Manager for Greater China. *"We also plan to invite teachers and students to visit our headquarters in France. Lectra and participating educational institutions will have the opportunity to cooperate on joint development programs to create added value for both sides."*

One of the best recent examples of the collaboration between Donghua and Lectra was seen at the CISMA trade show held in Shanghai in September. Donghua University students were able to demonstrate their talents at the Lectra booth during fashion shows organized on each day of the event.

About Lectra

Lectra is the world's leading provider of integrated technology solutions for the fashion industry (apparel, accessories and footwear). Lectra offers a wide range of software, automated cutting systems and high value-added services covering the entire value chain, from design through manufacturing to retailing. Lectra Fashion PLM (Product Lifecycle Management), specifically designed for fashion companies, integrates process optimization and collections lifecycle management. In close association with the fashion industry, Lectra develops solutions based on several decades of shared experience.
The company is listed on Euronext Paris.

About Donghua University

Established in 1951, after half a century's development, Donghua University is a multi-disciplinary university with engineering as its main focus and natural science, management and liberal arts developing correspondingly. Donghua University is one of the schools of the Ministry of Education's "211 development project." It has established cooperative relationships with more than 60 higher education institutions as well as with recognized enterprises around the world. Students from 83 countries have graduated from the university.