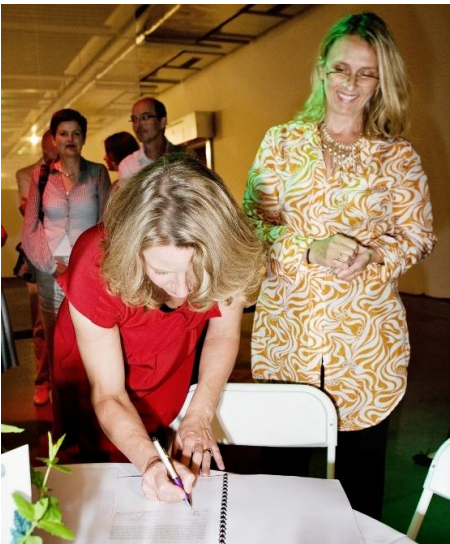


Lectra and the Amsterdam Fashion Institute Sign Privilege Partnership

Amsterdam, June, 25 2009 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics, and composite materials, is pleased to announce the signature of a Privilege partnership with the AMFI - Amsterdam Fashion Institute.

“We are delighted to sign a Privilege partnership with AMFI, as we share a common tradition of innovation and passion for tomorrow's fashion professionals. This new step is the result of a strong cooperation between AMFI and Lectra over the past 2 years. Now one of the 680 schools and Universities who have a partnership with Lectra, the AMFI is the first in Benelux to join the restricted circle of schools worldwide that participate in the Lectra Privilege Program” said Martina Benková, Managing Director of Lectra Northern Europe.



The signature of this partnership was announced by Veronique Zoccoletto, Chief Human Capital Officer and Chief Information Officer at Lectra and Nannet van der Kleijn, creative Director of AMFI, together with Alfons Schouten, President of the Board of Modint, the Dutch trade organization for Fashion, Interior Design, Carpet and Textiles, just before the Fashion Transit Event in the World Fashion Centre in Amsterdam, on June 25.

Founded in the fifties with the aim of educating professionals for the industry, the AMFI includes Fashion & Design, Fashion & Branding and Fashion & Management departments. Thanks to the combination of all departments, its studio and technical environment, the school is a reflection of a fashion company allowing students to work together on real projects. Part of the Hogeschool van Amsterdam, AMFI is associated with the worldwide network of FIT's , IFFTI – International Federation of Fashion Technology Institutes and trains bachelor degree graduates who

are recognized worldwide as the future generation of fashion professionals.

“Our philosophy is ‘Creativity First’. We give future fashion professionals an outstanding preparation, not only theoretical, but also practical, taking into account the continuous changes in our industry. We like Lectra because of its continuous philosophy of product development in order to be on top of what is happening in the industry. It is good for our students to be part of that. This is why it is important for us to build a strong partnership and familiarize our students with the variety of technologies that Lectra offers,” explains Nannet van der Kleijn, Creative / Deputy Director AMFI - Amsterdam Fashion Institute.

The School is equipped with Lectra's state-of-the-art fashion solutions including **Modaris Expert Pro** for pattern development and **Modaris 3D Fit** for 3D Virtual prototyping. **Modaris ExpertPro**, at the crossroads of design and production, is the most advanced application within the **Modaris**® range, which comprises the benchmark pattern making solutions for the fashion industry. **Modaris 3D Fit**, the most high-performance virtual 3D prototyping solution on the market enables pattern-makers, designers, developers, and sales and marketing teams to visualize their products in 3D on a virtual model.

AMFI plans to integrate other top innovative Lectra solutions at all levels of the school, such as **Kaledo**®, its leading-edge professional design software platform, specially developed by research and development teams for the specific needs of fashion designers and **Lectra Fashion PLM**, the most comprehensive and high-performance Product Lifecycle Management solution.

“Lectra is very proud to count AMFI among its Privilege partners worldwide and we are happy to build new common projects especially with its high quality level students. As a recent example of our mutual collaboration, we have had the chance to work with a student who has created and developed, a wide collection using the new version of **Kaledo**®, working closely with our Corporate Product Marketing team in Paris. This is one of the latest aspects of the Lectra and AMFI partnership and it was such a great success that we will be glad to offer new internships in our team” said Véronique Zoccoletto, Chief Human Capital Officer of Lectra.

