



Contact – Lectra Headquarters / Press Dept.: Nathalie Gerbal

E-mail: n.gerbal@lectra.com

Tel: +33 (0)1 53 64 42 37 – Fax: +33 (0)1 53 64 43 40

Contact – Lectra UK: Jenni Murphy

E-mail: j.murphy@lectra.com

Tel: +44(0)207 016 7616 - Fax: +44(0)207 0167601

Lectra Appoints Mark Lyness Managing Director of Lectra UK



Paris (France), London (United Kingdom), February 24, 2009 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics, and composite materials—, has appointed Mark Lyness Managing Director of Lectra UK.

Based in Lectra's UK headquarters in Bradford, West Yorkshire, Mark Lyness has been with Lectra for seven years. He reports directly to Daniel Harari, Lectra CEO, and will assume responsibility for all Lectra business in the United Kingdom and Ireland.

Since joining the company as Customer Services Manager in 2002, Mark Lyness has substantially increased the quality of Lectra UK's customer services. He was promoted to Sales and Services Manager in December 2007 and has an outstanding track record, which includes developing Lectra's activity in all its market sectors. This, along with his thorough knowledge of Lectra customers and solutions, places him in a very good position to further develop Lectra's presence in the United Kingdom and provide excellent customer service in the region.

"Mark Lyness is in an excellent position to steer our UK subsidiary," said Daniel Harari, Lectra CEO. "He has a thorough working knowledge of Lectra's United Kingdom and Irish markets, close relationships with our customers, and the technical skills required to make the appointment a success. Mark will be able to capitalise on Lectra's customer services offer to help designers, retailers, and manufacturers face our current difficult economic conditions and turn challenges into opportunities. Drawing on Lectra's expertise and years of experience with customers worldwide, Mark will concentrate on providing the very best support for our customers, enabling them to maximise their returns on investment."

"I have confidence in the Lectra team," Mark Lyness said. "All our UK consultants have worked for Lectra and with our customers for many years and have therefore acquired an in-depth understanding of the industry and specific issues across all of our market sectors (fashion, furniture, automotive and industrial fabrics). We see our customers as long-term partners for whom our experienced teams can provide valuable advice."

Mark Lyness first goal is to address the difficult economic conditions Lectra customers are now facing. Lectra provides innovative technology solutions that enable companies to optimise their design processes and increase product development efficiency and accuracy while saving time and material in production. They take on particular importance in the current economic climate, where it is essential for companies to differentiate themselves from the competition, increase efficiency, and reduce costs. Lectra offers their customers the best and most up-to-date technology to compete in a tough and competitive market place.

"The changing supply chain structure and challenging economic environment have forced UK and Irish manufacturers and retailers to reassess their current business processes," Mark Lyness added. "This includes product design and development, manufacturing, and product lifecycle management. Industry leaders with long-term strategies recognise that a combination of leading-edge technology and the best industry expertise is the solution with the highest potential for immediate impact and a quick return on investment."

About Lectra

Lectra is the world leader in integrated technology solutions that automate, streamline, and accelerate product design, development, and manufacturing processes for industries using soft materials. 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), furniture, as well as a wide variety of other market sectors, such as the aeronautical and marine industries, wind power, personal protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,500 employees and \$292 million in 2008 revenues. The company is listed on Euronext Paris.

For more information, please visit www.lectra.com