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Lectra Appoints Roy Shurling President of Lectra North America

Paris (France), Marietta (Georgia, USA), October 29, 2008 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics, and composite materials—, today announced the appointment of Roy Shurling as President of Lectra North America. Based in Atlanta, Georgia, and reporting directly to Lectra’s CEO, Daniel Harari, Shurling will assume responsibility for all Lectra business in North America, which covers the United States, Canada, Mexico, and the Caribbean.



Following Lectra’s Board of Directors’ decision to change leadership in North America to address both internal challenges and those resulting from the economic conditions, Roy Shurling was appointed on August 1, 2008, in his new mission.

With more than 2,500 customers, North America revenues in 2007 were close to \$50 million, representing 16% of Lectra’s world revenues. Lectra currently employs 150 people in New York City, Atlanta, Los Angeles, Montreal, and Mexico City. Lectra enjoys a strong technological advance over its historical CAD/CAM competitor, which is the result of unequalled R&D investment and a value-added services organization.

A Lectra veteran, Roy Shurling has had a successful track record of producing revenue growth and advancing business development while holding several positions of increasing responsibility for over 20 years in the Lectra group.

In his most recent position, Shurling was World Senior Vice President of Automotive and Transportation, based in Lectra’s U.S. headquarters in Marietta, Georgia. Previously, as World Senior Account Director, he managed the accounts of important Lectra customers such as Boeing, Lockheed, Brunswick, Seton Leather, Johnson Controls, Autoliv, Milliken, and Delphi, as well as leading wind power companies. Until that time, he had held a number of senior positions on both the technical and sales sides of Lectra’s operations in North America.

Across the years, Shurling has played a major role in the development of Lectra’s activity and commercial success of the company’s laser cutting technology for the manufacturing of airbags, as well as automated cutting solutions dedicated to mass production of automotive seats and interior components in replacement of traditional die-cutting systems. Thanks to his contribution, Lectra confirmed in 2007 its world leadership in the automotive market, which represented 22% of group revenues from new systems sales.

Shurling will keep his previous worldwide responsibilities in the automotive, transportation, and industrial fabrics markets during a transition period.

"In the United States, we have suffered in the past from our own weaknesses, despite the key initiatives we have taken in recent years. With Roy now in charge, we have the strong leadership necessary to drive our teams and to move forward," said Daniel Harari. "Many U.S. brands and labels are equipped with our design solutions for fashion. The powerful, yet suffering, automotive industry will need our technologies now more than ever to succeed in their profound transformation. New management and a renewed sales culture and methodology allow Lectra to draw on the immense capacity of American companies, both in the United States and throughout the world. The leveraging effect of their influence over their sub-contractors also presents Lectra with the opportunity for a large volume of trans-national activities, across North America, through to South America, Europe, and China."

"Roy brings tremendous professional experience and exceptional personal abilities, a powerful blend of energy and leadership, in-depth expertise in Lectra's technologies, and total dedication to the success of our customers," Harari said. "His outstanding track record will bring additional tactical and strategic strength. I have known Roy for 18 years and have worked with him very closely for the past three years. I am convinced he has all it takes to succeed in this new challenge."

"My immediate goal is to take the right initiatives to address the difficult economic conditions the United States is facing today," said Shurling. "We currently have strong positions in all market sectors. In particular, I intend to leverage the best practices developed by Lectra over 35 years with leading European fashion brands, which has allowed Lectra to build a 90% market share of the major European luxury brands and world leadership in the fashion market. Working with my North American team of highly skilled professionals and our global network, reinforcing the company's brand image, making Lectra the undisputed leader in all our market sectors, and achieving solid and sustainable growth are my strategic priorities for the mid-term.

"It is an exciting time to be heading up North American operations," he said. "Lectra is a great company, with a proud history of innovation, outstanding talent, and leading products and services across all of our sectors. Most importantly, Lectra stands out for its commitment to superior customer service. With the current economic climate, we offer customers significant savings in product development time while also saving dollars in the manufacturing process. There is a lot of work to do, but I am very confident."

Roy Shurling earned a Bachelor's Degree in Computer Engineering for hardware and software from Southern College of Technology in Marietta, Georgia.

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 20,000 customers in more than 100 countries with 1,550 employees and \$297 million in 2007 revenues. The company is listed on Euronext Paris.

For more information, please visit www.lectra.com