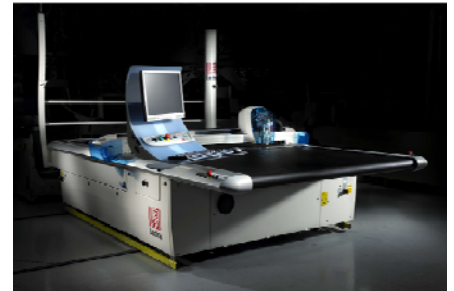


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A resounding success since its launch in February 2007

Sales of Lectra's Latest-Generation Vector® reach 1000

Paris, December 2, 2010 – 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 sale of its thousandth latest-generation Vector®.



Upon its launch in February 2007, the latest generation of Vector automated cutting solutions became an instant success. Even during the current economic crisis, this internationally successful range has never faltered, driven in particular by top-of-the-line Vectors which account for 75% of sales. Whether based in developed countries in Europe and North America or in rapidly expanding countries like China, India, and Brazil, professionals in the Fashion, Automotive, Furniture, and Industrial Fabrics industries are convinced of the importance of investing in solutions to optimize their production. Designed to meet the specific needs of each market—finished product diversity, time-to-market, productivity, and high quality standards—the success of the Vector range can be explained in particular by its high value-added solutions, which allow manufacturers to be more competitive and attain maximum profitability. This competitive advantage is all the more important in light of current increases in raw material prices—representing on average over 50% of production costs—which weigh heavily on industry professionals.¹

Lectra's cutting room, comprising the Diamino® marker-making software offer, the Optiplan® production order management and planning solution, and the Vector range, enables manufacturers to achieve the best return on investment the market has to offer.

The latest generation of Vectors benefit in particular from "smart services," which provide real-time monitoring, operating software updates, and a preventive maintenance program, along with a range of other high value-added services. Equipped with over 120 sensors that transmit data in real time, Vectors are able to maintain a continuous dialog from anywhere in the world with experts at Lectra's five international Call Centers. These experts can solve most problems remotely and without delay, attaining a record availability rate of over 98%.

"As an industrial partner to our customers, our objective is to actively participate in optimizing their operations. We are particularly proud to contribute daily to their success with our cutting room solutions, which are the result of over 35 years' experience and investment in innovation. Lectra knows its customers' businesses well, enabling us to supply equipment perfectly tailored to the specific needs of each company. Our Vectors allow manufacturers to operate a just-in-time production model, optimize material use, and cut operating costs, while benefiting from high levels of productivity and a cutting quality unparalleled in the industry," says Daniel Harari, Lectra CEO.

Since their launch in 1993, nearly 5000 Vectors have been sold. In 2010, Vector sales increased 70%.

¹ Cotton prices in particular have doubled since March 2009.

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 aeronautical and marine industries, wind power and personal protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,400 employees and \$214 million in 2009 revenues. The company is listed on NYSE Euronext.

For more information, please visit www.lectra.com

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