

**Lectra Announces its Latest Innovations for the Fashion Industries at the
2009 CISMA Trade Show, September 22—24, in Shanghai, China
Shanghai New International Expo Center, Hall E1, Booth D42**

***Lectra will announce Kaledo® (V2R1) and demonstrate the latest versions of Modaris®,
Modaris 3D Fit and DiaminoFashion along with its VectorFashion cutters***

Shanghai (China), September 17, 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 participate in the 2009 CISMA Trade Show from September 22 to 24, in Shanghai, China. During the event, Lectra will be presenting this fall's launch of the new version of **Kaledo®**, its leading-edge professional design software platform, and demonstrating its latest innovations, including **Modaris®**, **DiaminoFashion**, the **VectorFashion FX** and the **VectorFashion MX**.

In these very challenging times, the company has a vital role to play in supporting the textile industry. Lectra's presence at CISMA 2009 demonstrates the company's commitment to maintaining close relationships with its customers and to sustaining its efforts to pursue ever more innovative new technologies.

"At Lectra, we believe it is our role to support our customers and take advantage of every opportunity to reinforce our relationships with them," said Daniel Harari, Lectra CEO. "Our presence at CISMA, the main apparel show in China, is proof of our commitment to Chinese industry. The Lectra value-added solutions that will be announced and demonstrated during CISMA show that we are continuing to strive to fulfill our customers' requirements and to help them overcome the challenges of their industry, such as the need to increase profitability and make significant savings."

At the CISMA, Lectra announces Kaledo (V2R1), the latest breakthrough in textile and style development and collection management



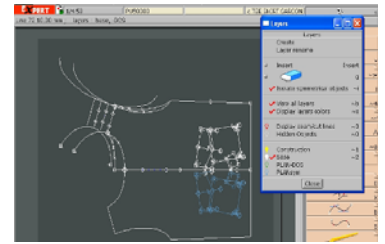
Kaledo provides designers with the most advanced textile and fashion development and management capacities on the market. Kaledo is a forum that unites business, creative, marketing and management teams in order to collaborate in the development of trends and collections.

Now more than ever, fashion companies are under enormous pressure to deliver unique, eye-catching designs at reasonable prices, reduce their time-to-market, and renew collections more frequently. As a result, designers are under growing pressure to remain highly creative but with a faster turnover. Designers must have at their disposal tools which allow them to visualize the interplay of colors, surface design, and structure when designing fabrics. They also need to be able to draw on the expertise of others when developing collections in order to produce ranges that are technically feasible and cost-effective. While in normal times this is extremely important for brands, it becomes imperative in economic conditions such as those we are currently experiencing. Companies need to slim down their operations and see a return on every dollar invested, even for creative activities such as design.

Benchmark tests show that, compared to previous versions, Kaledo V2R1 performs over 50% faster than previous versions when manipulating repeats, especially with very large files.

Lectra will also demonstrate the latest version of Modaris (V6R1)...

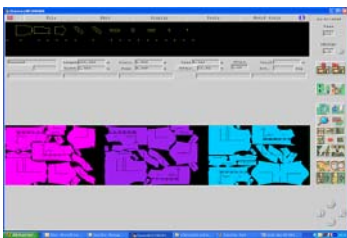
Lectra will also showcase the latest version of **Modaris**, its pattern-making solution for the apparel industry, launched in China in May 2009. Modaris has been the industry standard for more than 15 years and is used by the biggest names in fashion worldwide. **Modaris (V6R1)** offers even greater productivity, quality and innovation for apparel industry professionals.



Modaris' powerful construction tools allow apparel professionals to develop more patterns in less time and to accelerate collection renewal in stores. With this solution, the number of physical prototypes necessary for the finalization and validation of models is reduced, and initial production runs can be made sooner and at reduced costs. Its high-performance capacities for all-size grading guarantee the quality and fit of garments and permit companies to optimize the development of new models and collections by drawing on existing elements. By making pattern information exchange simpler and clearer, Modaris enables users to capitalize on resources and best practices in pattern-making and manage product development in a collaborative environment.

Modaris 3D Fit, the highest-performance virtual 3D prototyping solution that enables pattern makers, designers, developers, and sales and marketing teams to simulate and visualize their models in 3D on a virtual mannequin, using the colors, motifs and fabrics (taking into account their mechanical behavior) originally created in 2D, will also be shown at the CISMA. With Modaris 3D Fit, the look and fit of a garment can be verified, and its style and that of entire collections can be validated.

... and of DiaminoFashion (V5R3)



In 2008, Lectra selected China as the primary region for the launch of its newest version of **DiaminoFashion**, its flagship offer for marker-making, specially developed for the fashion industry.

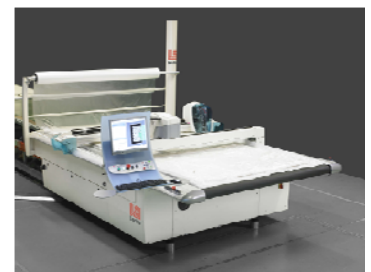
DiaminoFashion marks a genuine step forward in interactive and automatic marker-making, enabling fashion companies to make significant fabric savings and achieve even higher productivity. With DiaminoFashion, companies can optimize markers for all types of pieces that go into the manufacturing of a garment. They can also maximize fabric savings in production using one of two complementary methods, to be chosen depending on the type of fabric and complexity of the model.

Innovative new products to enhance Lectra's Vector cutting offer will also be showcased

To meet the challenges its customers now face, Lectra has developed a range of innovative new products to add to its Vector range. At CISMA, Lectra will demonstrate two cutting solutions: the **VectorFashion FX**, the **VectorFashionMX** and the new **Vector Pilot (V1R2)**. In addition, it will present new versions of **Mosaic**, its system for processing patterned fabrics, and **Offload**, its offloading assistance system.

Lectra presents its VectorFashion FX and its VectorFashion MX

The **VectorFashion FX** is the most advanced response to apparel companies' need for flexibility. Versatile and reliable, it is the ideal solution for restocking collections and prototype cutting. With the capacity to cut non-stop while the spread is automatically loaded onto the cutting surface, it also ensures maximum productivity. The **VectorFashion FX** guarantees perfect quality of cut pieces, even those with edges at a tangent. Garments of impeccable quality can then be produced and made available quickly.



The **VectorFashion MX** represents an incomparable technological leap, providing levels of production speed and cutting quality never achieved before. Large manufacturers find in the VectorFashion MX an ideal response to increasing numbers of orders, reduced lead times, and the need to optimize production. Unprecedented cutting room flexibility as well as raw material savings are achieved due to the surprising speed with which the VectorFashion MX is able to cut the most complex pieces—with no buffer zones between cut pieces. Even the largest orders can be handled swiftly, enabling manufacturers to multiply the various orders to be produced while respecting lead times

and without consuming raw materials allocated to other orders.

Associated with the Vector cutters, **Optiplan**[®], Lectra's cut-order planning and optimizing solution, integrates several independent planning steps in one unique and integrated process while optimizing the material usage and increasing production.

Mosaïc: increase productivity by up to 20%

Lectra is also able to announce a new version of **Mosaïc**, its pattern motif recognition and processing solution, available as an option on Vector FX cutting systems, including the new VectorFashion FX, and also the VectorFashion MX.

With Mosaïc, fashion companies can cut pieces accurately to meet pattern motif matching requirements, even when the fabric is distorted. Directly integrated within the cutter pilot, Mosaïc combines extremely powerful new software and a state-of-the-art digital camera, enabling users to increase their productivity by up to 20% when matching patterned fabrics. Used with the Eclipse function, which enables the Vector to continue cutting even as the spread advances, Mosaïc offers productivity levels close to those achieved with plain fabrics.

A number of patents have been taken out for Lectra's Mosaïc offer, and the company has received several industry awards for this technology.

Offload system: a new, even smoother cutting process

Offload is now available as an option on the entire range of Vector cutters. Lectra's offloading assistance system helps apparel professionals to streamline the process of unloading pieces and prevent sorting errors. This system opens up the possibility of producing more complex cut orders, which can be a way of making very significant material savings. With Offload, companies strengthen their capacity for just-in-time production of a larger number of models and their variants, helping them to respond to the changing buying habits of their customers.

New Vector Pilot (V1R2)

Launched in February 2007, the Vector range of cutting systems has proved an absolute triumph. The **Vector Pilot** software, which brings a new level of intelligence to the automated cutting system, has played an important role in this success.

The new version of Vector Pilot makes the Vector cutting equipment an even more powerful system. Through significant improvements in cutting strategy, the software ensures a high-quality result, even when performing difficult maneuvers and optimizes the blade path for greater efficiency. What's more, the Vector Pilot is easier to use through the original concept of "simplicity": a sophisticated piece of software that aims to make a complex application as simple to use as possible.

Smart Services: onboard intelligence

Lectra's new cutting solutions come equipped with **Smart Services**—onboard intelligence which monitors the machines in real time, updates pilot software, and runs the machines' preventive maintenance program, as well as performing an array of other high value-added functions. A permanent communication link between the equipment and experts in Lectra's five International Call Centers—including one located in Shanghai—enables the company's teams to resolve most potential problems remotely and without delay.

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), and furniture, as well as a wide variety of other market sectors, such as the aeronautical and marine industries, wind power, and 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