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Lectra appoints Paul Epperson as Vice President of Sales, Manufacturing for North America

***Paul Epperson's priority will be to help Lectra's customers in North America
optimize their cutting rooms and reduce manufacturing costs***

Paris, January 29, 2013 – 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 appointment of Paul Epperson as Vice President of Sales, Manufacturing for North America.

Paul Epperson is responsible for leading strategic growth initiatives for CAD/CAM solutions in the North American market, which comprises Canada, the United States, Mexico and some countries in Central America. He reports to Roy Shurling, President of Lectra North America, and is based in Atlanta, Georgia. Paul Epperson's appointment takes place in a context of continued recovery in the US manufacturing industry. He will help Lectra's customers in the automotive, fashion, furniture and composite materials industries optimize their cutting rooms and reduce manufacturing costs.



"Developing our position in North America is one of our top priorities and Paul's appointment will enable us to strengthen our sales team. At a time when many companies are cutting back, Lectra is continuing to invest in the future. As a result we are able to provide our customers with an innovative offer along with unrivaled consulting, support and customer care," said Daniel Harari, Lectra CEO.

"Lectra North America has recently seen strong growth in orders, with an increase of 13% in the first nine months of 2012. Manufacturing accounts in the automotive sector have been at the forefront of this growth, but more recently other market sectors, notably furniture and fashion, have also started to improve. Paul's proven expertise and solid manufacturing background will bring value to Lectra's customers in the region," added Roy Shurling.

"Lectra's customers in North America are always on the lookout for opportunities to work with knowledgeable companies that understand their business needs and the challenges they face in their respective industry. Lectra meets these needs by investing heavily and consistently in R&D, developing manufacturing solutions that add value to the customer," commented Paul Epperson.

Paul Epperson has more than 25 years' experience in manufacturing, engineering, consulting, and sales management. Prior to joining Lectra, he spent 15 years at General Electric, where he most recently served as North American Sales Director for its automation division. He has a bachelor's degree in Electrical Engineering from Tri-State University, Indiana.

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 1,350 employees and \$287 million in 2011 revenues. The company is listed on NYSE Euronext.

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