

Contact – Lectra Headquarters / Press Dept.: Nathalie Gerbal  
E-mail: [n.gerbal@lectra.com](mailto:n.gerbal@lectra.com)  
Tel.: +33 (0)1 53 64 42 37 – Fax: +33 (0)1 53 64 43 40

## **Lectra Appoints Céline Pérès Communications Director A move to strengthen its position in the PLM and design markets**

**Paris, February 25, 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 appointment of Céline Pérès as Communications Director.

Based at the company's headquarters in Paris, Céline Pérès reports directly to Daniel Harari, Lectra CEO. Her mission is to define Lectra's communications plan for all its markets (fashion, automotive, furniture and industrial fabrics) and to ensure this is implemented throughout the group's 31 subsidiaries.



"Our business environment is going through a period of profound and significant change. Despite the instability of current global economic conditions, Lectra's communications policy is part of an ambitious company dynamic. We have an innovative and comprehensive offer that enables our customers to overcome their new challenges successfully," said Daniel Harari, Lectra CEO.

"With profession-oriented solutions developed in conjunction with some of the biggest names in their sectors, for many years now, Lectra has been unbeatable in Europe. One of our communications challenges will be strengthening the company's profile in North America and Asia," added Céline Pérès. "Another of our priorities will be to consolidate Lectra's unique position in PLM and design solutions for the fashion industry, through our new Lectra Fashion PLM and Kaledo® offers. In addition, we will strengthen Lectra's position regarding the intelligent cutting room, capitalizing, in particular, on the unrivalled technological lead of the Vector® range."

Before joining Lectra, Céline Pérès spent 10 years with Dassault Systèmes, notably as Marketing Project Manager (product, telemarketing and events) and manager of the company's external magazine. Céline Pérès holds a Masters degree in Marketing and Brand Strategy from CELSA, Paris.

### **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 Euronext Paris.

For more information, please visit [www.lectra.com](http://www.lectra.com)

©: Kaledo and Vector are registered trademarks of Lectra.