

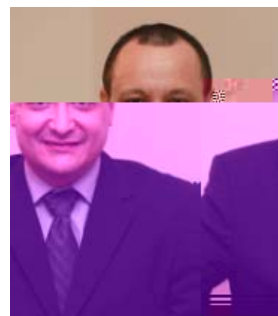
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Lectra appoints Edouard Macquin Worldwide Sales Director

Appointment follows successful 24-year career at Lectra

Paris, January 26, 2011 – 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 Edouard Macquin as Worldwide Sales Director, effective January 1, 2011.

Since 2005 Edouard Macquin has served as Director of Lectra South America. His remarkably varied career has earned him extensive knowledge of the trade sectors relevant to Lectra's customers, as well as an in-depth understanding of the company's technology and services offer and its added value.



The Group is seeing a very strong rebound in its activity, with orders for new systems up 70% during the first nine months of 2010. Edouard Macquin will have the dual task of maintaining this profitable double figure growth and continuing to pursue the strategy of value development, initiated in 2009 by Daniel Harari, Lectra CEO, who held the role of Worldwide Sales Director at the time.

"Proximity to our customers wherever they are in the world is one of the keys to our success," said