

Contact – Lectra Headquarters / Press Dept.: Nathalie Fournier-Christol
Email: n.fournier-christol@lectra.com
Tel.: +33 (0)1 53 64 42 37 – Fax: +33 (0)1 53 64 43 40

Lectra appoints Myriam Akoun-Brunet as communications director

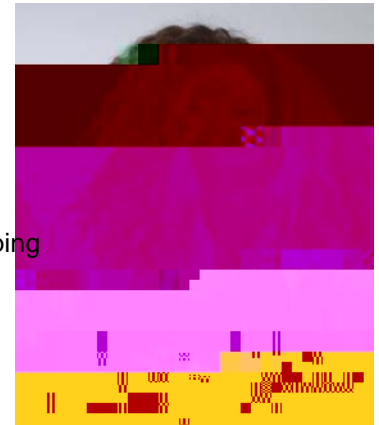
This appointment will support the progress of the company's transformation plan

Paris, March 21, 2013 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—fabrics, leather, technical textiles and composite materials—is pleased to announce the appointment of Myriam Akoun-Brunet as communications director. Based at the company's headquarters, in Paris, she reports directly to Daniel Harari, Lectra CEO.

"Lectra has committed itself to a ma-how will be key assets in helping

is goals."

ment with its customers is unrivalled in the industry. The company pre-empts their
ations in terms of technology and services." added Myriam Akoun-Brunet. "Working
ny's teams, I want to highlight Lectra's most important assets and support its image
nsible company, which invests in the future by drawing on an entrepreneurial spirit,
and a culture of creativity. 2013 marks Lectra's 40



th year and I am very happy to be
part of a company whose values have endured and which is supported by a dynamic that enables it to plan
for the future with peace of mind."

Myriam Akoun-Brunet has 20 years of experience in communications, acquired in advertising and communications agencies (Young & Rubicam, Media System, Salomon et Associés) as well as corporate communications roles. Before joining Lectra, she was market communications manager at BASF Agro from 1997 to 2001, after which she became communications manager at Zodiac. In 2006, she was promoted to deputy communications director of the group, which would later become Zodiac Aerospace.

A specialist in corporate communications, Myriam Akoun-Brunet is a graduate in Classics. She holds a master's degree in History from Université Paris I and an MBA from San Francisco State University, California.

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