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## Lectra and WWA Sign PLM Partnership Agreement

***Lectra and WWA deliver the best fashion PLM technology and services on the market to help the fashion industry overcome today's challenges***

**Paris, February 18, 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 announce the signature of an exclusive, worldwide partnership agreement with Walter Wilhelm Associates LLC. The aim of this multi-year partnership is to support the Lectra Fashion PLM solution.

Walter Wilhelm Associates LLC (WWA), a unique American consulting organization based in Salt Lake City, Utah, specializes in streamlining processes and assessing and optimizing product lifecycle management (PLM) in the apparel, footwear, and associated retail industries. One of the most qualified and experienced consultancy firms in its domain, WWA has acquired a reputation for its thorough approach to projects as well as for its talented team of senior associates with direct experience in PLM sales, marketing, development, and implementation.

Fashion brands, retailers, and manufacturers dealing with the pressures of a competitive environment and the high expectations of end consumers are increasingly turning to PLM applications, especially in Europe and the United States. High-technology PLM solutions can be used to transform the biggest challenges of a trend-driven industry into sustainable competitive advantages.

Lectra aims to enable all fashion companies to overcome their business challenges and face today's testing economic conditions with confidence. Lectra Fashion PLM, the most comprehensive and high-performance solution available created specifically for the fashion market, is a state-of-the-art software solution for process optimization which contributes to overall growth and profitability. Capitalizing on 35 years of international experience and diverse partnerships with 18,000 customers in the fashion world, Lectra is the only market player able to propose software and service offers developed for the particular needs of this industry. Lectra Fashion PLM can be used in conjunction with Lectra's market-leading software: Kaledo<sup>®</sup> for design, Modaris<sup>®</sup> and PGS for pattern-making, Modaris 3D Fit for virtual 3D prototyping, and Diamino<sup>®</sup> and MGS for marker-making.

Initial company process evaluations and the ensuing implementation of PLM projects are guided by Lectra's team of more than 100 fashion industry and PLM experts across the globe. Lectra's partnership with WWA will reinforce the company's ability to provide optimal consulting services for the inevitable changes in management processes involved in implementing fashion PLM projects.

Over the last five years, WWA has successfully executed missions for leading PLM software vendors as well as end-user clients worldwide. They have been involved in half of the approximately 100 PLM projects that have been implemented or are currently ongoing within fashion and related retail industries across the globe.

"Walter Wilhelm Associates has a long history of technological innovation for industries using soft materials," said Daniel Harari, Lectra CEO. "The company's expertise in apparel manufacturing organization makes it the clear leader in process streamlining and PLM implementation. We are very pleased to enter into this partnership with WWA which aims to extend access to PLM solutions for mid-size as well as large fashion businesses."

"My associate Derek Jones and I, together with the whole WWA team, are very excited about working with Lectra and their innovative Lectra Fashion PLM solution," said Walter Wilhelm. "I am convinced that Lectra's world class technology and expertise combined with our unique PLM consulting experience will successfully deliver profitable, value-added project implementation to companies wishing to adopt this technology to overcome today's challenges."

### **About Walter Wilhelm Associates**

Walter Wilhelm Associates (WWA) is a consulting organization focused on helping clients streamline their front-end processes. WWA is uniquely positioned to help clients navigate through the front-end maze, from Design Concept to First Production, by identifying obstacles and bottlenecks and streamlining operations. The company's industry experts provide much-needed process and technology application domain expertise in this highly specialized area, which is rare in traditional consulting organizations. WWA currently serves the key US and European markets.

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

### **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 the aeronautical and marine industries, wind power, 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](http://www.lectra.com)

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