



Guess, Inc. Expands Deployment of Dassault Systemes' PLM Solutions to Manage Its Global Sourcing Operation

Leading Contemporary Fashion Brand Adopts Industry's First Integrated Apparel Development and Sourcing Solution to Drive Brand Value, Reduce Costs and Improve Lifecycle Management

LOWELL, Mass., March 31, 2009 — Dassault Systèmes (DS) (Euronext Paris: #13065, DSY.PA), a world leader in 3D and Product Lifecycle Management (PLM) solutions, today announced that Guess, Inc. has selected the company's ENOVIA Apparel Accelerator™ for Sourcing and Production to seamlessly connect its global sourcing and PLM efforts. By improving information flow and communication with partners, Guess will increase lifecycle visibility, improve collaboration and further demonstrate its brand value through constant innovation – all within a single platform

With sourcing operations throughout the world, Guess is challenged with providing information such as color codes and style numbers to its suppliers in one common language. The company, a longtime ENOVIA PLM customer, shares Dassault Systèmes' vision of leveraging a unified platform for sourcing and product development and will now expand its deployment of ENOVIA PLM as the vehicle to harmonize all the colors, styles and fabric information across the enterprise to ensure consistency in the information provided to its suppliers and retailers, regardless of geographic location.

"One of Guess' core strengths is our ability to identify fashion trends, put the concept together, source it very quickly and have it in the store in time to meet consumer demand. The ENOVIA apparel sourcing solution enables Guess to be responsive and nimble fashion leaders by seamlessly managing collaboration with our suppliers, production facilities, and retail and wholesale locations," said Mike Relich, CIO of Guess, Inc.

"In today's challenging environment, global collaborative innovation is critical for sustainable business. It's important for all manufacturers – including apparel – to get more out of their sourcing and import strategies, while improving margins. But it's more than just cutting the costs of materials – it's about innovating in an industry that demands constant change and ENOVIA's industry-specific accelerators help companies do just that," said Michel Tellier, ENOVIA CEO. "We're proud to deliver to Guess the very first solution to address the demands of the apparel industry by approaching product development and sourcing as a unified business process."

Jointly developed with Wing Tai's Zymmetry Group – the leading manufacturing and sourcing solutions provider focusing on the apparel industry – the ENOVIA solution

integrates sourcing within the design and development process, allowing companies to seamlessly manage collaboration with production offices and retailers. It supports costing and pre-production processes, and offers visibility and process control for brand and retail global operations.

“In order to remain competitive in a fast-paced industry, Guess needs to accelerate the processes involved in bringing their products to market. One of the most effective ways to do this is by linking global sourcing with product development – in essence, marrying creative fashion teams with the practical production side,” said Steven Walton, Chairman of the Zymmetry Group. “The ENOVIA apparel sourcing solution provides Guess with a clear, efficient, coordinated flow of information between all parties, making the product development process faster and much more efficient.”

About Guess?, Inc.

Guess?, Inc. designs, markets, distributes and licenses a lifestyle collection of contemporary apparel, denim, handbags, watches, footwear and other related consumer products. As of November 1, 2008, the Company operated 422 retail stores in the United States and Canada and 651 retail stores outside of North America, of which 84 were directly owned. The Company also distributes its products through better department and specialty stores around the world. For more information about the Company, please visit www.guessinc.com.

About the Zymmetry Group

Founded in 1989 as MSC Limited, the Zymmetry Group is a leading global sourcing and manufacturing solutions provider for the apparel industry. Headquartered in Hong Kong with offices in New York and China, the Zymmetry Group has customers ranging from global brands based in the United States, to large global manufacturing enterprises based in Asia. Since the release of its first apparel solution in 1995, the Zymmetry Group has delivered innovative technology solutions to nearly 500 corporate customers with more than 120,000 global users. For more information, visit www.zymmetry.com

About Dassault Systèmes

As a world leader in 3D and Product Lifecycle Management (PLM) solutions, Dassault Systèmes brings value to more than 100,000 customers in 80 countries. A pioneer in the 3D software market since 1981, Dassault Systèmes develops and markets PLM application software and services that support industrial processes and provide a 3D vision of the entire lifecycle of products from conception to maintenance to recycling. The Dassault Systèmes portfolio consists of CATIA for designing the virtual product - SolidWorks for 3D mechanical design - DELMIA for virtual production - SIMULIA for virtual testing - ENOVIA for global collaborative lifecycle management, and 3DVIA for online 3D lifelike experiences. Dassault Systèmes is listed on the Euronext Paris (#13065, DSY.PA) stock exchange. For more information, visit <http://www.3ds.com>

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