



## **Procter & Gamble Extends Strategic Relationship by Selecting Dassault Systèmes for New Product Development**

### ***DS V6 Architecture Establishes Enterprise-wide PLM Backbone for All Product, Packaging and Process Information***

**Paris (France), October 29, 2008** – Dassault Systèmes (DS) (Euronext Paris: #13065, DSY.PA), a world leader in 3D and Product Lifecycle Management (PLM) solutions, announced today that Procter & Gamble Company (P&G), the world's largest consumer goods company, has chosen to implement DS's ENOVIA solution as its enterprise-wide PLM backbone. Building upon its longtime relationship with Dassault Systèmes, P&G will leverage Dassault Systèmes' portfolio to create a global platform to support product development. P&G also uses 3DVIA, SIMULIA, DELMIA and Solidworks solutions from Dassault Systèmes.

P&G will use a common backbone built on Dassault Systèmes' V6 technology integrating existing systems to better manage product, packaging and process information. The Dassault Systèmes platform will save employees time as they research product material. It will also improve accuracy of information and speed up the product development process due to the entire product definition residing in a single view.

"We are very pleased to be growing our partnership with Dassault Systemes. We look forward to working together to create an enterprise-wide solution to support product development" said Michael Telljohann, PLM director, Procter & Gamble. "In an organization as large as ours, with so many brands, products and geographies involved in the design and manufacturing process, PLM enables us to save both time and cost from the bottom line, making P&G a more productive organization and strengthening our innovation capability."

Building on the 16,000 ENOVIA users (12,000 internal and 4,000 external) currently deployed in the Corporate Standards Systems, P&G will implement the ENOVIA Consumer Packaged Goods (CPG) Accelerator™ for Global Specification Management to better manage products spanning multiple brands and markets. This approach will reduce the number of regulatory compliance systems, lower raw material costs, reduce cycle times and enable lower cost labor centers.

"As a company that has always embraced the spirit of innovation, P&G understands the value of PLM collaborative innovation and lifelike experience to reduce cost and time-to-market," said Bernard Charlès, president & CEO, Dassault Systèmes. "P&G's vision to implement company-wide PLM for a single source of product data and processes, from specifications to compliancy, sets the stage for its own industry as well as others such as Life Science and Apparel."

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**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' shares are listed on Euronext Paris (#13065, DSY.PA) and Dassault Systèmes' ADRs may be traded on the US Over-The-Counter (OTC) market (DASTY). For more information, visit <http://www.3ds.com>.

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