



Swiss Made Diamond Timepieces

Subject: Christina Watches / Michael Reihs

From: Christina Design London / Claus Hembo

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PRESS RELEASE

Christina Design London informs, that Danish watch designer and owner of Christina Design London and Christina Watches, Christina Hembo, today has hired Danish cyclist Star, Michael Reihs – winner of the mountain jersey in PostDanmark Rundt 2010 - as new Vice-Captain on Christina Watches.

"I have big expectations to my new team, Reihs says. Already now, Christina Watches has been invited to big and interesting races in Denmark as well as abroad – also races with steep mountains – which I really look forward to race. Further it will be very exiting for me to work with Michael Rasmussen, for whom I am certain that I will be able to be a very strong Vice-captain for. I am a strong all-rounder, having my strength in light hilly terrain. I will be able to pull Michael all the way to where the climbing gets really tough and deliver Michael in a strong position to finalize the days work, Reihs says.

"I am proud, that Christina Watches now have added a further very strong capacity, says team-owner Christina Hembo. Reihs is overall one of the strongest Danish riders, which his victory in the mountain jersey competition in PostDanmark Rundt 2010 shows very clearly. Christina Watches want to start in PostDanmark Rundt 2011 with one of the strongest teams in the peloton and of course ride with the ambition to win the race. By hiring Reihs we are not yet there, be we are very close. In the next few weeks, I will be able to announce the signing of further riders, which will make it possible for us to fulfil our ambitions. All speculation concerning whether or not Christina Watches will race PostDanmark Rundt should end here. Saxo Bank Sungaard excepted, no Danish team will be stronger than Christina Watches in that race".

Attached picture of Christina Hembo and Michael Reihs is free to use.

At the big sport Event, Sport 2010, which will be held in Herning on the 8th of January, time can be booked for exclusive interviews with Team owner Christina Hembo, Team captain Michael Rasmussen, Team Vice-captain Michael Reihs and Sport Director Michael Blaudzun at Christina Design London's headquarters from 10.00. Time slot can be booked at dortep@christinadesignlondon.com no later than Thursday 6th of january 12.00. The Address is:

Christina Design London
Cypresvej 10
7400 Herning

Christina, Michael, Michael and Michael will be available for photo-shooting at the Christina office as well as during the nights show.

Best Regards

Claus Hembo, Christina Design London, Herning, 4.1.2011

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FEMALE ENTREPRENEUR OF THE YEAR
2008

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CHRISTINA HEMBO
GROWTH ADVENTURER OF THE YEAR
2009

KV kvindelige virksomhedsejere
CHRISTINA HEMBO
FEMALE BUSINESS OWNER OF THE YEAR
2010