



*Swiss Made Diamond Timepieces*

**Subject: Christina Watches / Lilholt, Sobota, Hester**

**From: Christina Design London / Claus Hembo**

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## **PRESS RELEASE**

Christina Watches today has been further strengthened.

Christina Design London informs, that Danish watch designer and owner of Christina Design London and Christina Watches, Christina Hembo, today has hired the cream of Danish talent on Christina Watches.

The riders are: Kristian Sobota (Sjællandsmester), Guytan Lilholt (one first, three seconds and two thirds in 2010) and Marc Hester (5 top 3 threes in 2010 and third at the six days race in Grenoble)

"Christina Watches including me – is going to race races, in which I had not even dreamed that I should race, the youngest of the 3 new riders, Guytan Lilholt – son of famous rider Søren Lilholt says – and I am exited beyond belief".

Kristian Sobota tells: " I am already a good rider, but of course my development will now be accelerated. To get Rasmussen and Reihs as Masters and at the same time join a top professional organization including former Saxo Bank star Michael Blaudzun as Director Sportief – that is something young riders mostly can dream about. For me it is now going to be reality".

26-year old Marc Hester, who many will know for his good results in the European 6-days races, was caught on the telephone: "The bike has been ordered and the Christina Jersey tested – and it fits me very well. I am so exited and can hardly wait. We all know what this is about. We shall win the race PostDanmark Rundt 2011 and through this deserve a wild card for one of the really big races".

Team owner Christina Hembo is euphorically happy. "Hardly anyone thought 4 weeks ago, that Christina Watches already today would be able to present a team consisting of so far 13 riders. British press even nicknamed me "Crazy Christina" <http://www.atwistedspoke.com/christina-hembo-builds-a-team-for-rasmussen-are-they-both-crazy/> . Our 3 latest riders is something that would look nice on all Continental teams and riders who with no doubt will play an important role as strong helpers for Michael Rasmussen"

The Christina Rooster therefore as per today, consist of following 13 riders:

Captain:	Michael Rasmussen
Vice Captain:	Michael Reihs
Vice Captain:	Vacant
	Guytan Lilholt
	Kristian Sobota
	Marc Hester
	Mads Moltke
	Pelle Clap
	Mads Hardal
	Martin Lind
	Daniel V. Andersen
	Jesper Odgaard
	Jacob Gye Madsen
	Daniel Malmros

Attached picture of Christina Hembo, Kristian Sobota, Guytan Lilholt and Marc Hester is free to use.

  
CHRISTINA HEMBO  
FEMALE ENTREPRENEUR OF THE YEAR  
2008

  
CHRISTINA HEMBO  
GROWTH ADVENTURER OF THE YEAR  
2009

  
CHRISTINA HEMBO  
FEMALE BUSINESS OWNER OF THE YEAR  
2010