

Subject: Christina Watches / Vice Captain Rene Jørgensen
From: Christina Design London / Claus Hembo

Herning, 14.1.2011, 14.30

PRESS RELEASE

"Denmark's strongest Continental team belongs to me" Christina Hembo

Christina Design London informs that watch designer and owner of Christina Design London and the cycling team Christina Watches, Christina Hembo, has signed with one of the strongest Danish riders, Rene Jørgensen. The signing is with immediate effect and Rene Jørgensen's position will be that of Vice Captain of the newly established cycling team Christina Watches. The leading riders of the team are now in place and consist of Captain Michael Rasmussen and the Vice Captains Michael Reihls and Rene Jørgensen.

"It is a fantastic opportunity to become part of Christina Watches and I feel certain that we will be successful at home as well as abroad" Rene Jørgensen says. "We have a diversified team that can play a part in all kinds of terrains. The team mix of both young and experienced riders is equally a strong feature of this team. I take my part as Vice Captain very seriously. I feel very confident about contributing with victories and at the same time be that strong domestic that Michael Rasmussen will need in the hilly terrains where I also have my strong points."

"I have trained hard throughout the winter and cannot wait to get out on the streets again and compete for real. My motivation has never been higher and I look forward to meeting all my new teammates soon".

Christina states:

"Rene Jørgensen is one of the strongest riders Denmark has seen over the past decade. I therefore very quickly realized that Rene Jørgensen was an absolute must for our new cycling team. I gave Rene a call and asked him if being Vice Captain on my team was of interest and explained to him that he was to play a major part in making Christina Watches the leading Danish Continental team. I am today very proud to be able to announce that Rene accepted and now rides for Christina Watches.

With the signing of Rene Jørgensen the team for 2011 is now complete and consists of the following 14 riders:

Captain:	Michael Rasmussen
Vice- Captain:	Michael Reihls
Vice- Captain:	Rene Jørgensen
	Guytan Lillholt
	Kristian Sobota
	Marc Hester
	Mads Moltke
	Pelle Clap
	Mads Hardal
	Martin Lind
	Daniel V. Andersen
	Jesper Odgaard
	Jacob Gye Madsen
	Daniel Malmros

The attached picture of Christina Hembo and Rene Jørgensen is free for use.

In connection with the "Løb, Cykling & Fitness" Fair in Forum, the press can meet Team Owner Christina Hembo, Team Captain Michael Rasmussen, and Sports Director Michael Blaudzun for further comments at the Christina Watches booth (No. 15) at 13.30.

Best regards



Claus Hembo, Christina Design London, Herning, 14.1.2011


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