



## Press Release

# Lena Schöneborn and KNÜTES – Two Underdogs Get Gold in Beijing

**Berlin, 22 August 2008** – Donning the custom-made jersey, shorts, and socks from the German-American clothing company KNÜTES, German modern pentathlete Lena Schöneborn wins Olympic Gold in Beijing. Maybe her new outfit from KNÜTES had something to do with her success—in any case, it is the first medal for a German modern pentathlete in 72 years and KNÜTES' first major international appearance.

How this small company came to the honor explains Penny Eifrig: “When we overheard their trainer (in a small café in Berlin) say that none of the major sporting companies was willing to sponsor the jerseys and shorts for the girls for this ‘non-significant’ sport, we jumped on the opportunity to be able to thus participate in the Olympic experience.”

Since its first production run in 1994, the family business headed by Penny and Chris Eifrig of Lemont, PA, and Berlin, Germany, has had one goal in mind: to design innovative, functional, and ecologically sound products. In addition, they wanted to create great products that are hand-sewn in the USA and in Germany, where the two are from, to assure that production is both ecological and socially-responsible. This vision came to fruition today when their sponsored athlete, Lena Schöneborn, ran to victory in the final event of the Modern Pentathlon.

The KNÜTES collection is designed by athletes for athletes. Although the main focus of their business has been developing quality outdoor and sports gear for kids (after the birth of their two daughters), the two founders have taken on the development of innovative technical gear for the running market. This decision paid off for Lena Schöneborn and for KNÜTES. In the final 3000m cross race, Lena successfully held on to the lead she had achieved in the first 4 disciplines (shooting, fencing, swimming, horseback riding) and won ahead of Heather Fell (Great Britain) and European champion Victoria Tereschuk (Ukraine).

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KNÜTES is a German-American family business with headquarters in both countries (Lemont, PA, USA and Berlin, Germany). US American Penny (Smith) Eifrig has a B.A. from Cornell University and an M.A. from the Free University of Berlin. Christian Eifrig of Berlin (MBA from the Free University of Berlin) is a former decathlete and soccer player (2-time participant in the World University Games for Germany), and is the son of the late Siegfried Eifrig, the torchbearer who lit the Olympic flame in Berlin in 1936.

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