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### **Team Newton Athlete Craig Alexander Crowned Ironman World Champion**

**October 13, 2008 (Boulder, Colo.)** – With the day’s fastest run split and a masterful overall race, Newton Running pro athlete Craig Alexander claimed victory at the Ford Ironman World Championships in Kona, Hawaii on Saturday. After a second place finish at last year’s race, Alexander used a blistering run to finish three minutes ahead of Eneko Llanos of Spain.

“Craig has had an exceptional year and this is the icing on the cake,” states Newton Running president, Jerry Lee. “We’ve supported Craig since our company’s launch less than two years ago and we’re incredibly proud to be a part of his achievement in Kona.”

Alexander dominated an impressive men’s field consisting of Ironman World Champions such as Chris McCormack, Normann Stadler and Faris Al-Sultan. In the race, Alexander stayed with the lead group of men coming out of the water and stayed in the top ten on the 100-mile bike leg. When he laced up his Newton Distance-S shoes for the marathon leg, Alexander was 8:30 behind the leader. Alexander then showcased his running prowess, averaging a 6:18 minute mile, eventually taking the lead at the halfway point turnaround. Alexander crossed the finish line in 8:17:45 after running a 2:45:00 marathon.

Alexander, 34, has been a professional triathlete for more than ten years and he spends half the year in his native Australia and the other half in Boulder, Colorado.

NBC will air the 2008 Ford Ironman World Championship on December 13, from 2:30 p.m. to 4:00 p.m. EST. Please check your local listings for specific details.

#### **About Newton Running™**

Founded by a group of elite runners, coaches and inventors in Boulder, Colorado in 2007, Newton Running shoes use patented technology inspired by Sir Isaac Newton’s elemental laws of motion. Newton Running shoes feature patented Action/Reaction Technology™ that absorbs more impact than traditional running shoe foam and converts this energy into forward propulsion to help runners go farther and faster with less fatigue. Newton’s propulsion technology, combined with a running technique that focuses on a midfoot-forefoot strike rather than heel striking, helps runners achieve maximum efficient performance. Newton Running shoes are available at specialty retailers and at [www.newtonrunning.com](http://www.newtonrunning.com)

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