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Elite Marathoner Josh Cox Signs with Newton Running

June 30, 2008 (Boulder, Colo.) – Newton Running announces it has signed top-ranked U.S. marathon runner, writer and television personality Josh Cox to its team of professional athletes. Cox has a long list of marathon victories on his resume and is a regular contributor to *Runner's World* and *Fox Sports*.

"Since launching last year, many of the world's top triathletes have switched to Newton Running shoes, but they're still new to the running world," states Cox. "Since making the switch myself, I'm running stronger, faster and with less fatigue. I'm proud to join a new, independent company that is preaching proper running technique and combining it with state-of-the-art shoe technology."

Cox, 32, of Mammoth Lakes, California, burst onto the national running scene in 2000 at the U.S. Olympic Marathon Trials where he was the youngest qualifier. He set his personal marathon record of 2:13:55 at the 2000 LaSalle Bank Chicago Marathon. He won the 2007 U.S. Air Force Marathon in Dayton, Ohio and set a course record, which qualified him for the 2008 U.S. Olympic Marathon Trials. Unfortunately, a foot injury just a week before the Olympic Trials ended his race early and finished Cox's dreams of competing for his country in Beijing.

Cox became a household name when he appeared as a contestant on the reality show *The Bachelorette* in 2004 (he finished in seventh place). He has appeared on the cover of *Runner's World* numerous times and has worked as an athlete contributor for the magazine. He has also worked as a commentator for *Fox Sports*.

"Josh is a tenacious competitor and a terrific ambassador for the sport of running," notes Newton Running president Jerry Lee. "We're excited to have him on our team and help us introduce our shoes and our philosophy to the running world."

Team Newton also includes Paula Newby-Fraser, Craig Alexander, Michellie Jones, Natascha Badmann, Peter Reid, Heather Fuhr, Katja Schumacher, Michael Simpson, Chris Legh, Hillary Biscay, Sarah Haskins, Chris McDonald, Jozsef Major and Joanna Zeiger.

About Newton Running™

Determined to create new innovation in running shoes and to advance modern running technique, a small group of elite Boulder, Colorado-based runners founded Newton Running. Newton Running teaches proper forefoot running technique and combines it with patented Active Membrane Technology™ that absorbs more impact than traditional running shoes and converts energy into forward propulsion to help runners go farther and faster with less fatigue. Newton Running shoes are available for purchase through Newton's website, www.newtonrunning.com and at selected specialty retailers across the country. For more information, contact Ian Anderson at 970-963-4873 or ian@backbonemedia.net.

