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**Team Newton Athlete Craig Alexander Finishes Second at Ironman World Championships**

**October 15, 2007 (Boulder, Colo.)** – Just seven months after launching its revolutionary shoe line, Newton Running landed on the podium at the Ford Ironman World Championships last Saturday with a second-place finish by Team Newton athlete, Craig Alexander. Alexander made his Ironman World Championship debut in stunning fashion, finishing three minutes and 30 seconds behind winner Chris McCormack.

“We’re incredibly proud to be a part of Craig’s exceptional achievement on Saturday,” states Newton Running president Jerry Lee. “Like Craig, Newton Running debuted at Kona this year and it’s been a terrific ride for all of us.”

Alexander won the Ford Ironman 70.3 World Championship (half-Ironman) last year, but Kona was just his second full Ironman distance race ever. 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.

Team Newton also includes Paula Newby-Fraser, Michellie Jones, Natascha Badmann, Peter Reid, Heather Fuhr, Katja Schumacher, Michael Simpson, Chris Legh 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 applies The Science of Motion™ with patented Newton Active Membrane Technology™ that absorbs more impact than traditional running shoe foam and converts energy into forward propulsion to help runners go farther and faster with less fatigue. Newton Running shoes are available for purchase exclusively through Newton’s website, [www.newtonrunning.com](http://www.newtonrunning.com). For more information, contact Ian Anderson at 970-963-4873 or [ian@backbonemedia.net](mailto:ian@backbonemedia.net).

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