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Newton Running Extends Relationship with Marathoner Josh Cox

March 30, 2009 (Boulder, Colo.) – After a year that included a marathon win and a new American record in the 50K, Newton Running is pleased to announce it has renewed its sponsorship with professional runner Josh Cox.

“Josh is a terrific athlete spokesperson for our shoes,” states Newton Co-Founder and CEO, Jerry Lee. “Josh is not only winning races in Newtons, but he’s a very recognizable runner with an influential media presence. This is an example of Newton’s growing commitment to the running market.”

Cox, 34, is a three-time Olympic Trials qualifier and three-time US National Team member. Last January, Cox was named USA Track and Field's Athlete of the Week for shattering the 50k American record by over four minutes at Arizona's Rock 'n' Roll Marathon. Cox also offers his professional perspective as an on-air personality for *Fox Sports* and *Runner's World*. In 2005, Cox starred on ABC's hit reality show, *The Bachelorette*.

"I first tried Newton shoes in February 2008; 11 months later I had a marathon win and an American Record in the 50k. Many products make groundbreaking, revolutionary claims but few ever deliver – Newton Running shoes live up to the hype," says Cox.

Team Newton also includes Paula Newby-Fraser, Craig Alexander, Michellie Jones, Natascha Badmann, Heather Fuhr, Katja Schumacher, Michael Simpson, Stephen Hackett, Tim Berkel, Chris Legh, Jozsef Major and Heleen Bij De Vaate.

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 midfoot/forefoot running technique and combines it with patented Action/Reaction 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.