

FOR IMMEDIATE RELEASE

For more information, contact:
Ian Anderson, Backbone Media, LLC
ian@backbonemedia.net
970.963.4873



Newton Running Hires Ian Adamson

January 3, 2008 (Boulder, Colo.) – Newton Running has hired world champion adventure racer Ian Adamson as its new technical advisor. Adamson will assist in product development for Newton, working alongside chief designer and vice president, Danny Abshire.

“Ian is legendary in the endurance racing world and his experience in both the biomechanical field and the shoe industry will be invaluable as we continue to expand our product line,” states Abshire. “He’s been especially helpful in the design of our upcoming trail shoes.”

Adamson graduated with honors from Sydney University with a degree in mechanical engineering and went on to earn a Masters in Sports Medicine at Chapman University in California. He then worked in the implantable medical device industry, where he started a successful manufacturing business, Reflex Medical Products, Inc.

In 1995, Adamson crossed the finish line first in the inaugural Eco-Challenge adventure race and went on to win three more, establishing his career as a professional athlete. Over the next ten years he solidified his reputation as the most successful adventure racer of all time with seven world championship wins, 21 world championship podium finishes and 17 international adventure race championship titles. He is also a three-time and current world record holder for endurance kayaking (262 miles in 24 hours). As a professional athlete, Adamson worked on shoe designs with major footwear manufacturers like Salomon and Nike.

“Newton has developed a revolutionary running shoe design that is causing a paradigm shift in the industry,” states Adamson. “I’m honored to join the team and excited to lend my experience to Newton Running’s ongoing innovation and design excellence.”

In addition to his work at Newton Running, Adamson is the event producer for the annual 24 Hours of Triathlon, and is a race director for the Terra Traverse adventure race, debuting in fall 2008.

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 through Newton’s website, www.newtonrunning.com. For more information, contact Ian Anderson at 970-963-4873 or ian@backbonemedia.net.

###



