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## **Newton Running Shoes Launch with Patented Energy Return Technology**

**March 23, 2007 (Boulder, Colo.)** –Newton Running™ introduces a line of lightweight, technical running shoes designed to help runners run more efficiently with less muscle fatigue. Founded by a group of elite runners, coaches and inventors in Boulder, Colorado, Newton Running uses patented technology inspired by Sir Isaac Newton's elemental laws of motion.

Newton's third law of motion states that for every action there is an equal and opposite reaction. Newton Running applies The Science of Motion™ with a design that absorbs the energy of a runner's impact on the ground and then releases it to propel the runner forward.

"I've been testing Newtons for several months now and I can say without a doubt that the technology will revolutionize running shoes," says eight-time Ironman World Champion and legendary triathlete, Paula Newby-Fraser. "Newtons are going to impact everyone from elite athletes to recreational runners by encouraging better running form with less fatigue, soreness and ultimately more speed."

Newton Running shoes feature Newton Active Membrane Technology™, which replaces the foam and plastic of traditional running shoes. The membrane is layered between four mid-sole actuators and four hollow chambers. On impact, these actuators stretch the membrane as they drive into the chambers in the sole. This action absorbs more shock than traditional running shoe foam creating a more cushioned feel. Then, during the toe-off phase of a runner's stride, the membrane thrusts the actuators back out of the chambers, returning the impact energy into forward propulsion.

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. The initial line of Newton Running shoes includes four models in both men's and women's sizes: the **Distance™**, a 9.2 ounce (men's size 9) cushioned, neutral racing flat; the **Distance S™**, a 9.5 ounce medially-posted racing flat; the **Motion™**, a 10.5 ounce medially-posted training shoe; and the **Gravity™**, a 10.2 ounce neutral cushioned training shoe.

Newton Running shoes will available for purchase exclusively through Newton's website, [www.newtonrunning.com](http://www.newtonrunning.com) starting March 23.

### **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 this energy into forward propulsion to help runners go farther and faster with less fatigue. For more information, contact Ian Anderson at 970-963-4873 or ian@backbonemedia.net.

