



Newton Running Introduces Motion All-Weather Shoe

October 6, 2008 (Boulder, Colo.) –Next month, Newton Running offers the new Motion All-Weather Shoe, a technically advanced, lightweight trainer designed for damp and chilly weather. The shoe features a breathable, water-repellant upper, a sticky rubber outsole tuned for cold temperatures and a unique, universal stability system.

“This shoe is the natural evolution of our technology and a response to lots of customer feedback,” states Newton co-founder and designer, Danny Abshire. “Serious runners don’t let a little bad weather keep them from going outside on a run and now they can enjoy Newton’s forefoot/midfoot technology without getting cold feet.”

The patented Newton Action/Reaction Technology in the Motion All-Weather shoe has been adjusted specifically for colder temperatures. Newton’s designers spent months testing the slip-resistance of the outsole and tuning midsole foam formulations to create the ideal level of responsiveness when the thermostat drops. As the days get shorter, highly reflective logos and trim on the shoes increases safety in low light conditions.

The Motion All-Weather shoe also features bilateral posting in the midsole that provides stability and a high level of cushioning for all foot strike types. Approximately 80 percent of all runners’ feet either pronate (roll in) or supinate (roll out) during their running gait. Most shoe companies offer a medially posted midsole with a denser foam that helps stabilize pronation. The midsole of the Newton Motion All-Weather is posted both medially and laterally so it will help both pronators and supinators.

The Newton Motion All-Weather shoe will retail for \$175 and will be available at selected specialty retailers or online at www.newtonrunning in mid-November.

About Newton Running™

Founded by a group of elite runners, coaches and inventors in Boulder, Colorado in 2007, Newton Running shoes use patented technology inspired by Sir Isaac Newton’s elemental laws of motion. Newton Running shoes feature patented Action/Reaction 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. 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.

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