

Newton Running Names Team of Elite Athletes

March 23, 2007 (Boulder, Colo.) – Newton Running™, a revolutionary new running shoe company based in Boulder, Colorado, announces its team of sponsored athletes, which includes many of the world's top triathletes. The 2007 Team Newton consists of Paula Newby-Fraser, Michellie Jones, Natascha Badmann, Peter Reid, Chris Lieto, Heather Fuhr and Michael Simpson.

"Newton Running was founded by runners for runners," says vice president, Danny Abshire. "Our athletes have truly helped to develop our technology through years of wear-testing and feedback. We're now proud to help them achieve their goals by sponsoring Team Newton."

Paula Newby-Fraser, 44, originally from Zimbabwe, is the most successful triathlete in the history of the sport. She is an eight-time Ironman Triathlon World Champion with 24 total Ironman Triathlon career wins from 1986-2004. She now works with North America Sports producing Ironman licensed events and is one of the founders of Multisports.com, an online coaching company that works with top-ranked triathletes including Michellie Jones.

Australian **Michellie Jones**, 37, is the current Ironman World Champion and was the runner-up to Natascha Badmann in the 2005 Ironman World Championships. Jones also won a silver medal at the 2000 Olympics in Sydney.

Natascha Badmann, 40, is a professional triathlete from Switzerland, nicknamed, "The Swiss Miss." She won the Ironman Triathlon World Championships in Hawaii in 1998, 2000, 2001, 2002, 2004 and 2005.

Peter Reid, 37, from Montreal, Quebec has won ten Ironman triathlon races, including the Ironman World Championships in 1998, 2000 and 2003. Reid currently works as a coach at triathlon training camps around the world.

Chris Lieto, 35, from Danville, Calif., has won three Ironman triathlon races and is currently the top-ranked U.S. triathlete with a ninth-place finish at the 2006 Ironman Triathlon World Championships.

Heather Fuhr, 39, originally from Alberta, Canada, won the 1997 Ironman Triathlon World Championships and has 12 overall Ironman wins.

Michael Simpson, 23, from Vancouver, British Columbia is an up and coming triathlete who won the 2005 City of Los Angeles Triathlon and is perennial contender in the Xterra off-road triathlon race series.

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. For more information, contact Ian Anderson at 970-963-4873 or ian@backbonemedia.net.

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