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Newton Running Announces Partnership with Athletes for a Cure & Trickle Up
Shoe company donates \$1 and 1% to Charity in 2009

April 20, 2009 (Boulder, Colo.) – Newton Running, the revolutionary Boulder, Colorado running shoe company, announces that it will make significant donations in 2009 to fight both prostate cancer and global poverty. This year, Newton will donate one percent of its gross profits to Athletes for a Cure, a program of the Prostate Cancer Foundation and \$1 from the sale of each shoe to Trickle Up, an international non-profit that empowers the very poorest to lift themselves out of poverty through microenterprise.

"When we started this company, we made a commitment to give back and support those who are less fortunate," states Newton Running co-founder Jerry Lee. "I've fought through prostate cancer personally and we're proud to lend our support to a cause which is dedicated to fighting a disease that will affect one in six American men. Likewise, Newton was founded with an entrepreneurial spirit and we're excited to support Trickle Up, an organization that is fighting poverty by helping individuals start microenterprises."

Athletes for a Cure is a program of the Prostate Cancer Foundation designed to assist individual athletes in their quest to raise money for better treatments and a cure for prostate cancer.

"Athletes for a Cure is proud to be associated with Newton Running, a company as committed to helping athletes achieve their racing and training goals as we are to fighting a disease that will affect 218,000 men this year alone," notes Athletes for a Cure managing director, Scott Zagarino.

Trickle Up empowers people living on less than \$1 a day to take the first steps out of poverty, providing them with resources to build microenterprises for a better quality of life. In partnership with local agencies, Trickle Up provides business training and seed capital to launch or expand a microenterprise. Trickle Up works in some of the poorest communities in eight countries in Asia, Africa and Central America.

"Trickle Up is thrilled to be partnering with Newton Running," says Trickle Up president, William M. Abrams. "We share with them a commitment to enterprising, innovative solutions. With one-fifth of the world's people living on less than \$1 a day, we are excited that Newton Running will be working with us to better the lives of the very poorest."

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 and injury. Newton Running shoes are available for purchase through Newton's website, www.newtonrunning.com and at selected specialty retailers.