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### Craig Alexander Joins Team Newton

**September 6, 2007 (Boulder, Colo.)** – Ironman 70.3 world champion Craig Alexander is the latest professional triathlete to join the already impressive stable of Newton Running athletes. Team Newton also includes Paula Newby-Fraser, Michellie Jones, Natascha Badmann, Peter Reid, Heather Fuhr, Katja Schumacher, Michael Simpson, Chris Legh and Joanna Zeiger.

“Newton Running represents the latest in running shoe technology and I’ve already seen some great results while wearing them. I’m running stronger, faster and with less fatigue,” states Alexander. “I’m also proud to join a new, independent company that demonstrates a strong commitment to improving and growing the sport of triathlon.”

Alexander, who spends half the year in his native Australia and the other half in Boulder, has been a professional triathlete for more than ten years. He has compiled a remarkable list of wins around the world in Olympic distance triathlons and half Ironman races. He placed first in the Ford Ironman 70.3 World Championship last year and *Triathlete Magazine* named him the 2006 “Triathlete of the Year”.

Alexander is currently focused on his inaugural entry into the Ironman World Championships in Hawaii in October, a race distance that he has been transitioning into this year.

#### **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](http://www.newtonrunning.com). For more information, contact Ian Anderson at 970-963-4873 or [ian@backbonemedia.net](mailto:ian@backbonemedia.net).

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