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Newton Running Releases Updates to its Performance Line

BOULDER, Colorado —February 4, 2016— Newton Running released updates to its performance line P.O.P1 models today including the Gravity, Motion and Distance.

GRAVITY V

The fifth edition of the Gravity is Newton Running's finest work to date. The pinnacle of performance and comfort, the Gravity is ideal for high mileage training and racing and has been one of Newton's top selling models since its inception.

Enhancements include:

- New innovative bottom unit enhances flexibility and full-foot cushioning
- New seamless engineered mesh upper is designed to reduce the risk of friction and hot spots, while allowing for maximum breathability and durability
- New tongue features a radial band to keep the tongue in its optimal position at all times, plus new, foam backing on the tongue provides protection and comfort while maintaining a lightweight profile
- Updated pre-molded heel counter creates better form and fit, while the contoured construction is supportive and slip-proof
- New 4-way stretch-mesh metatarsal panel comfortably accommodates met-head placement and adapts to a variety of foot shapes and widths
- Smoothly designed eye row is durable and resilient, while reinforced eyelets protect against eyelet tears and potential friction spots
- New anatomically formed insole removes the met-head bump, creates cushioning consistency and enhances the smooth ride of this POP1 model

Runners who already love the Gravity can be confident that the shoe retains its best features including:

- Newton's flagship shoe offering a high performance, power-packed ride
- Whole foot protection with forefoot and rear foot shock absorption and cushioning
- 5-lug platform
- Neutral
- Weight: 6.7 oz (W), 8.1 oz (M)
- Drop 3.0mm
- MSRP \$175

MOTION V

The days of compromising speed for stability are over; the Motion V combines the best of both worlds. It is time to run fast, run far, run stable. No compromises.

Enhancements include:

- New seamless engineered mesh upper is designed to reduce the risk of friction and hot spots, while allowing for maximum breathability and durability



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- New anatomically formed insole removes the met-head bump, creates cushioning consistency and enhances the smooth ride of this POP1 model

Runners who already love the Motion can be confident that the shoe retains its best features including:

- Ideal for high mileage training and racing
- Features Newton's EMB (Extended Medial Bridge) platform to provide more functional support for runners with medial side pronation or a flatter arch
- Whole foot protection with forefoot and rear foot shock absorption and cushioning
- 5-lug platform offers a more stable platform
- Stability
- Weight: 6.7 oz (W), 8.1 oz (M)
- Drop 3.0mm
- MSRP \$175

DISTANCE V

The original model from Newton Running, the Distance is the shoe that started the revolution. Like its predecessors, the Distance V is lightning fast and wickedly light for runners who want a dynamically propulsive speed trainer and racer.

Enhancements include:

- NEW seamless upper mesh for higher ventilation and better conformity to the foot
- NEW ice rubber lugs
- NEW full flex zone accommodates splay of the foot at the propulsion stage of the gait

Runners who have already experienced the Distance can be confident that the shoe retains its best features including:

- Tighter-tuned trampoline lug membrane than the Gravity or Motion for greater responsiveness and power
- 5-lug platform offers a more stable platform
- Suede tongue and lightly padded collar
- Anatomical metatarsal stretch panels
- Lace-up closure with semi-flat laces
- 360 degree reflectivity
- Neutral
- Weight: 6.2 oz (W), 7.2 oz (M)
- Drop 2.0mm
- MSRP \$155



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Find the new P.O.P1 models from Newton Running at Specialty Running Stores around the country as well as select online distribution partners and www.NewtonRunning.com.

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About Newton Running:

Newton Running, based in Boulder, CO, is a leading manufacturer and marketer of performance running shoes for runners of all types, from first-time runners to seasoned marathoners. Newton Running's patented Action/Reaction™ Technology provides dynamic full foot cushioning and lightweight cushioning. Newton Running shoes are available at hundreds of specialty retailers across the country and around the world and at www.NewtonRunning.com. Newton Running launched in 2007 by Jerry Lee and Danny Abshire. The Company was named after Sir Isaac Newton and Newton's third law, which is the inspiration behind the technology that has made Newton Running shoes renowned. As a certified B Corporation, Newton Running is committed to and recognized for a higher level of accountability, sustainability and philanthropy.