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Newton Running Releases 2016 Texas Special Edition Shoe

BOULDER, Colorado —May 11, 2016— Newton Running released a special edition shoe to celebrate the state of Texas, to be sold exclusively at the IRONMAN® Texas Expo beginning May 11, 2016 and on www.newtonrunning.com in mid-June 2016.

Inspired by the Texas state flag, the shoe features bold blocks of color and the symbolic Lone Star.

"We are confident our passionate fan base will love the look of the Newton Running Texas 2016 special edition shoe whether they are racing IRONMAN Texas or are a Texas native," says Erin Kersten, Director of Marketing at Newton Running. "Newton will continue to develop a series of creative special edition shoes as more and more consumers look for commemorative items to celebrate their race achievement or further connect them to their favorite performance and lifestyle brands."

The Texas 2016 special edition shoe is built on the Aha platform, giving runners Newton's unique Action/Reaction Technology in a soft yet peppy, cushioned ride. Features include:

- 5-lug P.O.P 3 platform
- Neutral cushioning
- One piece seamless engineered upper
- Biomechanical metatarsal sensor plate
- Weight: 7.4 oz (W), 9.0 oz (M)
- Drop 6.0mm

The Aha Texas 2016 shoe retails for \$125.

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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.