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Newton Running & Body by Simone Release Special Edition Shoe

BOULDER, Colorado —November 28, 2016— Newton Running and Body by Simone announced the release of a special edition shoe. The **Special Edition Body by Simone Fate II by Newton Running** will be for sale at all Body by Simone studios and www.bodybysimone.com in early December 2016. The Special Edition Body by Simone Fate II retails for \$140.

Inspired by the peppy and responsive kick and ample cushioning in the forefoot and heel, Body by Simone founder, Simone De La Rue, has personally used Newton Running shoes in all of her dance cardio and strength training classes for more than five years.

The Special Edition Body by Simone Fate II features include:

- 5-lug P.O.P 2 platform with Action/Reaction™ Technology
- Neutral cushioning
- Seamless upper with open-weave mesh and no-sew overlays
- Enhanced metatarsal stretch panels
- Biomechanical metatarsal sensor plate
- 360 degree reflectivity
- Weight: 7.9 oz (W)
- Drop 4.5mm



Body by Simone is the manifestation of Simone's goal to create a revolutionary exercise technique in a fun, safe environment. There are studio locations in New York City and Los Angeles. Simone has worked with dozens of Hollywood A-List celebrities including Reese Witherspoon, Jennifer Garner, Naomi Watts, and Julianne Hough. Simone began training in classical ballet at the age of three and has enjoyed a successful dance career spanning over two decades, including numerous performances on Broadway, London's West End and her native Australia.

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. The Company was named after Sir Isaac Newton and Newton's third law, which is the inspiration behind the technology that has made Newton



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Running shoes renowned. As a certified B Corporation, Newton Running is committed to and recognized for a higher level of accountability, sustainability and philanthropy.