

Newton Running Releases Special Edition Black Gravity 5 & Black Boco AT 2

BOULDER, Colorado —November 28, 2016— Newton Running will release a series of Special Edition black shoes on December 2, 2016. The series includes a Special Edition Black Gravity 5 and a Special Edition Boco AT 2. The two models contain Newton’s first ever black color scheme, which is in stark contrast to the brand’s usually bright colors. The two models also contain body mesh that is all-weather, water resistant and warmer for the winter and spring running seasons. Between the all-over black design and a toasty-warm body mesh, these shoes combine a functional approach to cold weather running with a stealth style new to Newton Running.

“Newton Running launched in 2007 using bright and bold colors as a way to stand-out in a crowded marketplace. Now color is embedded into our brand persona and our customers’ loyalty. With the black shoe series, we wanted to provide our customers with something unexpected while still allowing them to stand out in a big way. We can’t wait for our customers to get their hands on the Special Edition Black Gravity 5 and the Special Edition Black Boco AT 2,” says Erin Kersten, Director of Marketing at Newton Running.

Features of the Special Edition Black Gravity 5 include:

- The pinnacle of performance and comfort, the Gravity is optimal for training and racing at any distance.
- A body mesh that is all-weather, water resistant, warm and highly rugged—suitable for frosty conditions.
- Reflective iridescent details on the logo, heel and tongue top.
- Extra stitching in high wear areas to ensure durability when running in adverse weather and obstacles.
- 4-way stretch mesh met-head panels.
- Retails for \$175



Features of the Special Edition Black Boco AT 2 include:

- Inspired and tested on the trails in Newton’s hometown, the BOCO AT is an all-year trail shoe.
- A body mesh that is all-weather, water resistant, warm and highly rugged.
- Reflective iridescent details on the logo, heel and tongue top.
- Upper features new mesh backer and reinforced overlays to ensure durability when running in adverse weather and obstacles.



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- Retails for \$129



The series of Newton Running Special Edition black shoes will be available for sale on newtonrunning.com, select specialty running stores around the U.S. as well as select online partners. For buyers on newtonrunning.com, a limited number of first customers will also receive a free Newton Running black sock with their purchase.

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.