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Newton Running to be exclusive running shoe partner of the International Triathlon Union's World Triathlon Store

BOULDER, Colorado —June 27, 2016— The International Triathlon Union (ITU) announced today that it has confirmed deals with many of the world's leading brands, including Newton Running, to provide merchandise to the ITU Official Store. Newton Running will offer five models of racing and training running shoes for shipment to the U.S., Canada and Europe.

"Newton Running is thrilled to partner with the ITU to provide merchandise via the new ITU Official Store. Newton Running got its start in the triathlon community and we're looking forward to helping even more triathletes from around the world experience the unique ride and exceptional performance of Newton Running shoes," commented Erin Kersten, Director of Marketing for Newton Running.

The store is being managed by the ITU's Official Licencing and Branding Partner, Tribe Solutions. Other brands featured in the new and enhanced store at www.worldtriathlonstore.com include

- Champion System for custom apparel and team gear
- HUUB for wetsuits, swimwear and swim accessories
- dryrobe® for waterproof & windproof exterior shells and linings

"Newton Running is a leader in their industry. At ITU, we strive to provide the best possible race environment for the world's best triathletes. Our partnership with Newton Running to provide their product in the World Triathlon Official Store reflects our commitment as an International Federation to continue our tradition of top-notch services," said ITU President and IOC Member Marisol Casado.

About Newton Running:

[Newton Running](http://www.NewtonRunning.com), 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.