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### **Newton Running Names Stephen Gartside as President**

**March 4, 2009 (Boulder, Colo.)** Newton Running announces the appointment of Stephen Gartside as the company's president. Gartside will run the day-to-day global operations of Newton Running and work closely with Newton's founders, Danny Abshire and Jerry Lee.

"Newton Running is poised for explosive success and growth in the next few years," states Jerry Lee, CEO of Newton Running. "Stephen's background in sales and marketing and his business leadership experience, combined with his passion for running and endurance sports, make him the ideal person to captain our team at Newton."

Gartside has more than 20 years of experience directing sales and marketing teams for AT&T and Colorado-based software company, Evolving Systems. From 2003 to 2007, Gartside served as the CEO for Evolving Systems and oversaw the company's expansion to become a global supplier of solutions to the wireless industry. Gartside was named Chairman of the Board for Evolving Systems in 2007.

Gartside is a life-long endurance athlete who has completed an Ironman and over two dozen marathons, his first at age 15 and his most recent at age 43. Gartside has a BS in Marketing from the University of Texas at Austin.

"I first tried Newton Running shoes last year and immediately became a convert," notes Gartside. "Working at Newton is a unique chance to combine my professional career with a personal passion for running. I'm thrilled about the opportunity to lead Newton Running's expansion into a global performance running shoe brand."

#### **About Newton Running**

Founded by a group of elite runners, coaches and inventors in Boulder, Colorado in 2007, Newton Running shoes use patented technology inspired by Sir Isaac Newton's elemental laws of motion. Newton Running shoes feature patented Action/Reaction Technology™ that absorbs more impact than traditional running shoe foam and converts this energy into forward propulsion to help runners go farther and faster with less fatigue. Newton's propulsion technology, combined with a running technique that focuses on a midfoot/forefoot strike rather than heel striking, helps runners achieve maximum efficient performance. For more information, contact Ian Anderson at 970-963-4873 or [ian@backbonemedia.net](mailto:ian@backbonemedia.net).