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TRICKLE UP PARTNERS WITH NEWTON RUNNING TO HELP THE EXTREME POOR TAKE THE FIRST STEPS OUT OF POVERTY

Shoe Company to Donate \$1 of Every Pair Sold to Fight Global Poverty

May 11, 2009 (New York, NY) – Trickle Up, an international nonprofit that empowers people living on less than a dollar a day to take the first steps out of poverty, announced its new partnership with Newton Running, The revolutionary Boulder, Colorado running shoe company will make significant donations in 2009 to fight both global poverty and prostate cancer. Newton will donate \$1 from the sale of each shoe to Trickle Up and one percent of its gross profits to Athletes for a Cure, a program of the Prostate Cancer Foundation.

“Trickle Up is thrilled to be partnering with Newton Running,” said William M. Abrams, president of Trickle Up. “We share with them a commitment to enterprising, innovative solutions. With one-fifth of the world’s people living on less than \$1 a day, we are excited that Newton Running will be working with us to better the lives of the very poorest.”

Trickle Up works in eight countries around the world to help the very poorest lift themselves out of poverty through microenterprise. Newton will also partner with Athletes for a Cure, a program of the Prostate Cancer Foundation designed to assist individual athletes in their quest to raise money for better treatments and a cure for prostate cancer.

“When we started this company, we made a commitment to give back and support those who are less fortunate,” states Newton Running co-founder Jerry Lee. “I’ve fought through prostate cancer personally and we’re proud to lend our support to a cause which is dedicated to fighting a disease that will affect one in six American men. Likewise, Newton was founded with an entrepreneurial spirit and we’re excited to support Trickle Up, an organization that is fighting poverty by helping individuals start microenterprises.”

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About Trickle Up

Trickle Up empowers people living on less than a dollar a day to take the first steps out of poverty, providing them with resources to build microenterprises for a better quality of life. In partnership with local agencies, we provide business training and seed capital grants of \$100 to launch or expand a microenterprise and savings support to build assets. We work in 8 countries throughout Asia, Africa and Central America.

About Newton Running®

Determined to create new innovation in running shoes and to advance modern running technique, a small group of elite Boulder, Colorado-based runners founded Newton Running. Newton Running teaches proper midfoot/forefoot running technique and combines it with patented Action/Reaction Technology™ that absorbs more impact than traditional running shoes and converts energy into forward propulsion to help runners go farther and faster with less fatigue and injury. Newton Running shoes are available for purchase through Newton’s website, www.newtonrunning.com and at selected specialty retailers.