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FOR IMMEDIATE RELEASE

OKA b. Debuts Exclusive Collection at PGA Fall Expo

Stylish Options in Comfort Footwear Perfect for Après Golf and Country Club Wear

[ATLANTA, GA] August 31, 2007 – OKA b. is proud to bring its popular line of reflexology-based footwear to the PGA Fall Expo, September 11-12, 2007, at Mandalay Bay Resort & Casino in Las Vegas, Nevada – Booth #440.

Recognized for stylish, comfortable and ergonomic footwear, the company's newest additions feature styles appropriate for day to evening wear in popular thong, slide and mini mule designs. Inspired by nautical style, the **OKA b.** Cruise Collection offers a fresh color palette and carefree embellishments including striped ribbon, turquoise studs and coral stones. The chic Resort Collection offers luxe styles with brilliant details and sumptuous patterns including houndstooth, plaid and animal print ribbons. Together, the Cruise and Resort collections offer 16 styles perfect for everyday or getaway fashion.

"We are very excited to participate in our first PGA trade show," said Kelly Schmidt, Vice President. "Buyers appreciate **OKA b.**'s unique combination of comfort and style and the shoes are sure to be a great hit in this new market."

The designers of **OKA b.** shoes understand the importance of comfort, style, and versatility. Each pair is carefully crafted in specialty Microplast® molds and is extremely functional--bacteria-resistant, machine washable, durable, and slip-resistant on wet and dry surfaces.

"**OKA b.** shoes promote proper weight distribution and support, and they feature an anatomically correct, therapeutically contoured insole," explains Naomi Wakatake, **OKA b.** chief designer. "Each step provides pleasant stimulation of vital spots on the foot, thus practicing the art of reflexology."

The successful Fall Collection will also be on display at the OKA b. booth and features the latest trends in fall footwear, including warm color palettes, suede embellishments and precious stone accents.

All **OKA b.** shoes are manufactured in the USA in Buford, Georgia. For more information on **OKA b.** visit www.ShoesThatLoveYou.com or call 800-443-6573. Styles are available for sale on-line and in all 50 states.

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