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OKA b. Highlights Fall and Winter Collection
Fall in Love with Great Styles for Cooler Seasons

ATLANTA (June 1, 2007) – The designers of **OKA b.** shoes understand the importance of comfort, style, and versatility. Offering a wide variety of classic and contemporary styles for women and men, the brand is comprised of shoes that satisfy even the most discriminating tastes. Recognized for scientifically engineered, stylish and comfortable footwear, **OKA b.** is proud to introduce its enhanced fall and winter line.

Just because the temperature is dropping doesn't mean you can't still enjoy cute, comfortable footwear! **OKA b.** invites you to step into signature fall favorites from the women's line in new colors and finishes. The most exciting changes come with the introduction of new, suede ribbons on styles such as the Madison and Mini-Mule. The addition of the new texture transforms staple designs to perfectly complement cooler weather fashions. The updated line also features special accents including metallic finishes and animal print.

OKA b. also features several masculine designs in its men's line. The exceptionally durable and lightweight design makes them ideal for athletics or daily wear. Choices include The Men's Thong, an updated version of the classic style; or try The Men's Sport, a slide that is a perfect fit for more active lifestyles.

"**OKA b.** is about creating a beautiful product with just the right amount of style and panache," said Kelly Schmidt, Vice President. "It is a lifestyle brand that our consumers can touch and feel...with every step they take!"

The collection is comprised of 15 styles, available in both open and closed-toed designs. Each style is available in a variety of embellishments and bold colors – and affordably priced between \$20 and \$30. Plus, every **OKA b.** shoe is made with a contoured foot bed to create a total wellness experience with each wear.

"**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."

All **OKA b.** shoes are manufactured in the USA in Buford, Georgia. Each pair is carefully crafted in specialty Microplast® molds and is bacteria-resistant, machine washable, durable, and slip-resistant on wet and dry surfaces.

For more information on **OKA b.** visit www.ShoesThatLoveYou.com or call 800-443-6573. All **OKA b.** styles are available for sale online.

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