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**FOR IMMEDIATE RELEASE**

**OKA b. Introduces New Heeled Styles in Comfort Footwear**  
***2008 Spring and Summer Collection Gets a Lift***  
***with the Addition of Two-Inch Heels***

**ATLANTA (November 15, 2007)** – Imagine discovering a heel that is both fashionable and comfortable to wear throughout the day, whether at the office or on the go. OKA b., manufacturer of stylish comfort footwear, combines their popular slide and thong designs with a hint of height to create the ultimate everyday heel.

Summer shoes often leave women sacrificing the health of their feet for the latest fashions. The OKA b. 2008 Spring and Summer Collection offers four chic shoe choices featuring a 1 ¾" heel, the height recommended by the American Podiatric Association to maintain proper foot function and health. New heeled styles feature all the details for which OKA b. is known: a reflexology-based design, massaging footbed, premium arch support and durable, one-piece construction. Additionally, OKA b.'s proprietary Microplast® technology results in a lightweight, flexible shoe that resists odor and bacteria. Shoes are machine washable to keep feet fresh and clean.

But what good is a shoe that feels great if it doesn't look tasteful with the latest fashions? OKA b. has raised the bar with their attention to stylish details, chic embellishments and trend-right styles, creating a collection of shoes that can go from day to night with ease. The four heeled styles in the OKA b. 2008 Spring and Summer Collection include:

- *The Audrey*, a basic slide available in five colors
- *The Caroline*, an adorned slide featuring monochromatic grosgrain ribbon in three colors
- *The Sophie*, a basic thong available in seven colors
- *The Marion*, an adorned thong featuring an oversized crystal in four colors including metallics

"At OKA b., we don't believe that style and comfort are mutually exclusive" said Vice President Kelly Schmidt. "Unlike so many comfort shoes in the market, OKA b. styles feel good but are also appropriate for office and evening wear. Our heeled styles lend a sense of sophistication to our current line and offer consumers an upscale alternative to casual comfort footwear."

Heeled styles will be available with the release of the OKA b. Spring and Summer Collection in January 2008.

All OKA b. shoes are manufactured in the USA in Buford, Georgia. For more information on OKA b. visit [www.ShoesThatLoveYou.com](http://www.ShoesThatLoveYou.com) or call 888.730.OKAB. Styles are available for sale online and in all 50 states.

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