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FOR IMMEDIATE RELEASE

OKA b. Launches 2008 Spring and Summer Shoe Line
Fresh Styles Feature New Colors, Chic Embellishments,
Mid Heels and Extended Sizes

[ATLANTA, GA] November 1, 2007 – OKA b. expands its popular line of stylish comfort footwear with the introduction of a new 2008 Spring and Summer Collection. Available to retailers beginning January 1, 2008, the collection features new styles as well as fresh additions to existing models.

Taking a page from the runway, OKA b.'s Spring and Summer Collection focuses on trend-right embellishments that speak to the fashion-conscious consumer. The Belmont's onyx-colored stones and Marion's oversized jewels are a stunning contrast to the Camellia's flirty flower and the Madison's enduring charm. From thongs to slides, OKA b. offers a variety of styles that fit any shoe personality.

Long-standing fans of OKA b. shoes will be delighted by the introduction of two-inch heels on both thong and slide styles. The addition of the heel adds a sophisticated touch to these shoes that provide amazing comfort throughout the day.

Just in time for the vibrant fashions of Spring, OKA b. adds three new hues to its already expansive color collection. Pineapple (pale yellow), Kiwi (bright green) and Popsicle (a playful pink) round out the rainbow of options and create an eye-catching addition to several styles in the OKA b. line.

Due to popular demand, OKA b. shoes are now offered in extended sizes for women and girls. The introduction of Women's XL (11 ½ - 12 ½), Girls XXS (2-3) and Girls XS (4-5) sizing ensures a great fit for a wider range of consumers, including young feet.

"We take our customer feedback seriously, and work to deliver products that exceed their expectations," said Kelly Schmidt, Vice President. "With the introduction of our 2008 Spring and Summer Collection, we are giving customers more choices for both casual wear and office wear; our shoes offer comfort without sacrificing style or personality."

The OKA b. 2008 Spring and Summer Collection includes 13 women's styles and three men's styles, available in both thong and slide designs. Each style is affordably priced between \$20-\$30. Every OKA b. shoe, including heeled styles, is made with an ergonomic footbed and signature massage beads to pamper feet with each step. All shoes feature OKA b.'s proprietary Microplast® technology, creating a lightweight, anti-microbial shoe to keep feet clean and fresh. OKA b. shoes are also water-resistant, machine washable and slip-resistant on wet and dry surfaces.

All OKA b. shoes are manufactured in the USA in Buford, Georgia. For more information on OKA b. visit www.ShoesThatLoveYou.com or call 888.730.OKAB. Styles are available for sale on-line and in all 50 states.

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