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FOR IMMEDIATE RELEASE

OKA b. Brings Comfort and Style to Club Industry Chicago
Stylish Options in Footwear Perfect for Resort and Club Use

[ATLANTA, GA] **October 1, 2007** – OKA b. is proud to bring its popular line of reflexology-based footwear to the Club Industry Show, October 11-13, 2007, at McCormick Place, Chicago, IL, Booth 1253.

Recognized for stylish, comfortable and ergonomic footwear, the company's newest additions feature styles appropriate for both back bar, club and retail use 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.

OKA b. also offers unadorned Spa Thongs and Spa Slides in a variety of colors from pastels and neutrals to basics and brights. The thong and slide styles are the most popular choices for spas, resort and clubs looking for a shoe that pampers their customer while offering cleanliness and safety. Each pair of **OKA b.** shoes 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 online and in all 50 states.

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