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MEDIA ADVISORY

Breast Cancer Awareness Month: OKA b. - Shoes That Love You *and* the Community

Shoe Manufacturer Donates Portion of Proceeds to Charity

ATLANTA (September 2007) – In support of Breast Cancer Awareness Month, OKA b. will contribute a portion of sales of select best selling styles to charity. Finally, a shoe that loves you *and* gives back to the community!

During the entire month of October, the Atlanta-based shoe company will donate five percent of the proceeds of OKA b. Spa Thongs (\$20) and Spa Slides (\$20) in Ballerina Pink to the Young Survival Coalition. These styles are their most popular nationwide, and feature a signature reflexology-inspired design and ergonomic, massaging footbed that pampers feet with each step.

For more information on Young Survival Coalition, visit www.youngsurvival.org.
For more information on OKA b., visit www.shoesthatloveyou.com.

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