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Shoes That Love You and College Football, Too!

Shoe Designer Creates Fun Fan Styles Perfect for GameDay Festivities

ATLANTA (September 14, 2007) – Cheer your college team on in style this football season with custom offerings by **OKA b.** Popular university colors are available in two chic styles – thongs adorned with playful stones and comfy slides paired with cute ribbons. Sure to get you noticed, these colorful shoes are the #1 accessory to any die-hard fan’s gameday wardrobe.

With their unique massaging footbed and lightweight flexible construction, **OKA b.** shoes will keep your feet happy from the tailgate to the after party. Waterproof and machine washable, these shoes hold up to rain, mud and anything else you may encounter during the game.

Because **OKA b.** shoes feature one-piece construction, they are sure to last throughout many upcoming football seasons. When the season is over, **OKA b.** thongs also make great shower shoes due to their non-slip soles and anti-microbial Microplast® technology. Change out the ribbons on the slides to make your own personal statement on campus or around the dorm.

“Whether you’re a current student or long-time alumnus, fans love to support their team by wearing school colors on gameday,” said Kelly Schmidt, Vice President. “**OKA b.** shoes are the finishing touch to any fan’s wardrobe, but are also stylish enough to wear alone. The great thing is they’ll keep your feet feeling good while you’re looking good.”

OKA b.’s collegiate offering is available for a limited time through October 31, 2007 on the company website www.ShoesThatLoveYou.com and at select gift boutiques. Prices range from \$25-\$30.

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.**

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