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OKA b. Announces NEW Cruise and Resort Collection
Shoe Designer Creates Relaxing Styles Perfect for Holiday Getaways

ATLANTA (September 1, 2007) – Sail away with **OKA b.**'s new Cruise and Resort collection! Recognized for stylish, comfortable and ergonomic footwear, the company's newest additions feature styles appropriate for day to evening wear 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 and are affordably priced between \$25 and \$30.

"We listened closely to our customers' feedback and created our new Cruise and Resort line based on their requests," said Kelly Schmidt, Vice President. "**OKA b.** is about creating a beautiful lifestyle product with just the right amount of style and panache."

Who doesn't want to be comfortable on vacation? The designers of **OKA b.** shoes understand the importance of comfort, style, and versatility. Each pair is carefully crafted in specialty Microplast® molds and is bacteria-resistant, machine washable, durable, and slip-resistant on wet and dry surfaces. Plus, every **OKA b.** shoe promotes proper weight distribution with an anatomically correct, contoured footbed to create a total wellness experience with each wear.

"**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."

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 on-line and in all 50 states.

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