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**FOR IMMEDIATE RELEASE**

**OKA b. Unveils 2008 College Gameday Collection for Women  
*New Game Ready Collection Kicks Off Football Season with School Spirit***

**ATLANTA, GA -- August 1, 2008**---OKA b., designer and manufacturer of Shoes That Love You™, unveils its 2008 College Gameday Collection, a fun and spirited series inspired by popular college teams. Classic color combinations are sure to take fans from tailgating to cheering on their favorite team in the signature style and comfort of OKA b.

Building on OKA b.'s most popular styles, each collegiate offering is flawlessly accessorized to suit every woman in the stands. Whether fans are dressed up or down, OKA b.'s breezy and versatile thongs keep fans cool during heated games. For a day of standing in the bleachers, choose Madison, a comfy slide featuring fun ribbons fit to cheer your favorite team on to victory. Looking for a step up from traditional gameday wear? Rock the stands in the flirty Caroline, sporting a 1 ¾" heel. Cooler climates call for the Mini Mule, a closed toe slide sure to keep your toes toasty during evening games.

"OKA b. shoes are the perfect accessory to college gameday wear," remarks Kelly Schmidt, vice president of OKA b. "Not only are OKA b. shoes comfortable on the feet, but the bright colors and fun accents are right in step with the spirit of gameday. Coordinate with your team jersey for a fashionable, fan inspired wardrobe."

With sizes ranging from XXS (2-3) to LL (11.5-12.5), each of the OKA b. college gameday styles inspired by your favorite college team is sure to add pep to even a small fan's step. Mothers and daughters can cheerlead together in matching styles – the perfect accessory to every die-hard fan's wardrobe!

**About OKA b.**

Setting out to prove that style and comfort can coexist, **OKA b.** made its debut in the summer of 2005 as a fabulous line of Shoes That Love You™. Fashionable, fun and uniquely comfortable, **OKA b.** footwear is designed for stepping out in style. With sophisticated lines and innovative construction, the shoes are inspired by the latest runway looks yet crafted to pamper the feet with every step. Massage beads and a cushioned footbed deliver instant foot therapy, creating the ultimate indulgence in footwear – fashion that feels good!

**OKA b.** shoes are uniquely American, an affordable luxury brand designed and manufactured just outside metro Atlanta in Buford, Georgia. Offering signature styles for women, men and children, **OKA b.** shoes are available at specialty retailers, spas, resorts and boutiques nationwide. The complete line is also available through the company website at [www.ShoesThatLoveYou.com](http://www.ShoesThatLoveYou.com) .

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