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FOR IMMEDIATE RELEASE

OKA b. Footwear Uniquely American

Made in the U.S.A. Translates into Affordable Luxury for Consumers

ATLANTA, GA—August 1, 2008— As one of the few companies to both design and manufacture in the U.S., OKA b., the maker of Shoes that Love You™, utilizes its stateside resources to create seasonal collections of runway inspired fashion footwear. In the wake of industry trends, such as rising fuel costs and the rapid decline of U.S. production, OKA b.'s approach to manufacturing locally greatly benefits the company and ultimately the consumer.

According to the American Apparel and Footwear Association, the U.S. production of footwear has decreased by more than 85 percent since 1995. In fact, less than one percent of footwear purchased in America today is actually made in the U.S. OKA b. remains uniquely American by hosting 100 percent of its manufacturing at its Atlanta, Georgia home base. The location gives OKA b.'s internationally trained design team the on-site support needed to quickly respond to new fashion trends while delivering innovative new styles to consumers. Leveraging local resources also allows the company to continuously maintain its commitment to quality and affordable luxury by eliminating overseas shipping costs.

“In a time when global outsourcing of fashion apparel remains the popular business trend, OKA b. has chosen to focus both its creative and manufacturing business solely in the USA,” says Kelly Schmidt, vice president of OKA b. “By taking advantage of the tremendous talent and resources available locally, we are able to create a product of the highest quality that is a short and efficient delivery away to our customers.”

In addition to reducing its global footprint, OKA b. also offers consumers the unique opportunity of shipping worn OKA b. shoes back to its headquarters where they are ground, mixed with new material, and recycled into brand new shoes.

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 girls, **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 .

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