

FOR MORE INFORMATION:

Karina Timmel
KC Public Relations
404.233.3993
ktimmel@kcpr.net

FOR IMMEDIATE RELEASE

OKA b. to Unveil New Spring and Summer Styles at 2008 PGA Merchandise Show
Stylish Options in Comfort Footwear Perfect for Après Golf and Country Club Wear

[ATLANTA, GA] January 1, 2008 – Popular shoe manufacturer, OKA b., increases its offering of stylish footwear choices with the introduction of their newest line. Golf retailers will be given their first opportunity to view OKA b.'s 2008 Spring and Summer Collection at booth 8091 at the PGA Merchandise Show in Orlando, FL from January 17-19, 2008.

Recognized for stylish, comfortable and ergonomic footwear, the company's newest additions feature fun yet chic styles appropriate for spring and summer wardrobes. Women's styles incorporate on-trend embellishments with new color palettes to create shoes that are comfortable without sacrificing style. Oversized jewels, flirty flowers and popular grosgrain ribbons pair with a rainbow of colors, including new Pineapple, Kiwi and Popsicle to keep you looking good after the game. Several thong and slide styles feature a 1 ¾" heel for an added touch of sophistication, perfect for an afternoon at the club or a night on the town.

Golfers will find that both men's and women's styles are a welcome retreat for feet after a full day on the course. Every OKA b. shoe, including heeled styles, is made with an ergonomic footbed and signature massage beads to pamper feet with each step. All shoes feature OKA b.'s proprietary Microplast® technology, creating a lightweight, anti-microbial shoe to keep feet clean and fresh. OKA b. shoes are also water-resistant, machine washable and slip-resistant on wet and dry surfaces.

"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."

The OKA b. 2008 Spring and Summer Collection includes 13 women's styles and three men's styles, available in both thong and slide designs. Each style is affordably priced between \$20-\$30 and is available beginning January 2008.

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. Styles are available for sale on-line and in all 50 states.

###