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FOR IMMEDIATE RELEASE

**OKA b. Unveils 2008 Fall Styles
Straight from the Runway, Peep Toes For Every Occasion!**

ATLANTA, GA—June 1, 2008—OKA b., designer and manufacturer of Shoes That Love You™, today unveiled its 2008 Fall Collection, a sophisticated line of autumn's freshest looks that features the latest trend, the peep toe mule. With the rich warm shades of the season, the OKA b. 2008 Fall Collection will take you from office to evening in lavish fall styles.

Soft lines and feminine styling make the new peep toe mule a luxurious addition to a fall wardrobe. All OKA b. peep toe mules feature a comfortable 1 ¾" heel, a perfect style for slacks and skirts. Stepping out for the first time this season, the Gwyneth peep toe mule defines elegant simplicity, perfect for professional style or casual weekend wear. Dress up with the Annabelle peep toe mule. Showcasing a chic black enamel ribbon detail, the Annabelle takes you from the desk to the dance floor, and is sure to pamper fashionable feet from day to night. For the ultimate in fall glamour, the Olivia peep toe mule dazzles with a 2" woven gold medallion, adding sparkle to special occasions.

"Drawing upon the latest runway looks, this season's collection is for the modern, fashion conscious woman," said Kelly Schmidt, vice president of OKA b. "Our designers have created a line that delivers chic, uniquely comfortable styles that fit with the busy days of fall. From Monday meetings, to apple picking with the kids, to sparkling holiday evenings, we encourage our customers to look to OKA b.'s 2008 Fall Collection for versatile fashion!"

Add some fun to your step with another OKA b. fall favorite - the Mini Mule. Featuring faux crocodile embossing on the outside and a reflexology based foot bed with massage beads on the inside, the Mini Mule is a great choice for dressing up a pair of jeans on cool fall days.

OKA b.'s returning favorites, including the Savannah, Laguna and Madison, continue to lead the season's trends in four rich new shades: Sunflower, Mandarin, Peacock and Grape.

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 .

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