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FOR IMMEDIATE RELEASE

OKA b. Unveils 2008 Summer Styles
New Footwear Collection Celebrates Sizzling Colors and Sensational Style!

ATLANTA, GA—May 1, 2008—OKA b., designer and manufacturer of Shoes That Love You™, today unveiled its 2008 Summer Collection, a carefully edited line of best sellers and soon-to-be favorites in this summer's hottest hues. From fresh citrus to shimmering metallic to sizzling red, the OKA b. 2008 Summer Collection celebrates the shades of summer with fun combinations to delight and pamper fashionable feet from city street to sandy beach.

With brand new designs and breakthrough combinations, OKA b. is once again delivering the ultimate in luxurious summer style. Stepping out for the first time this season, the Laguna shines bright in kiwi, salt, pineapple and licorice with crisp silver studs while the luxurious Isabella debuts in licorice with a fringed satin bow and a wedge heel. Perennial favorites continue to delight with fresh new looks including the Madison in kiwi with hot chocolate multi-floral ribbon, the Tybee in salt with tiger's eye studs and the demure Caroline in popsicle pink with matching ribbon.

Showcasing summer sparkle for day or night, the beloved Savannah and Marion have arrived in new sensational shades that steal the scene with beauty and bling. Meanwhile, embellishments are front and center throughout the collection with Belmont's dramatic onyx colored stones, the Amelia's turquoise studs and the earthy splendor of Tybee's tiger's eye. And, of course, simplicity always prevails with the oh-so-elegant Chloe. The popular thong surprises in dazzling metallics and enough gorgeous shades to match every bikini on the beach.

"This season's collection draws upon the very essence of summer to deliver footwear that inspires our customers to celebrate the season in style and comfort," said Kelly Schmidt, vice president of OKA b. "We invite our customers to make a splash in OKA b.'s new styles and delight in the colors of summer!"

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 unusually 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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