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**FOR IMMEDIATE RELEASE**

Get Warm-Weather Ready with OKA b.'s Spring 2009 Collection

ATLANTA, GA—January 7, 2008---OKA b., designer and manufacturer of Shoes That Love You™, today unveiled the Spring 2009 Collection. Inspired by the season's hottest runway trends, this cute and colorful line is bursting with bright florals and bold, abstract patterns. Your perfect spring sandals await you in OKA b.'s Spring 2009 Collection!

This season is all about color, comfort and fun, and OKA b. has introduced an array of exciting footwear into its spring line. The highly anticipated addition to OKA b.'s signature spa essentials, Jasmine, is finally here and ready to carry you from the spa to the avenue. Jasmine's feminine and flirty lines flatter the foot while providing the support and comfort of OKA b.'s signature ergonomic and massage-beaded foot bed. Jasmine is making a splash in top resorts and spas and is sure to be a new favorite. The ever-popular Madison is back for another season, now in 24 styles that range from cool and classic, to cute and preppy. New patterns and fabrics, like seersucker scarves, 2.5" satin ribbons, and cool, crisp linen, are sure to impress the Madison devotee. Take one step in the Lucy or Malia and you'll fall in love with the pretty flower details of these fashionable thongs. Lucy's oversized beaded Chrysanthemum and Malia's layered metallic flowers are the perfect accents for spring.

"This spring collection is truly the best yet." says Kelly Schmidt, Vice President of OKA b. "The combination of runway-inspired prints and embellishments and OKA b.'s signature design makes each style both classic and on-trend at once." The Georgia-based footwear designer delivers unwavering commitment to affordability, style and comfort and the Spring 2009 Collection is sure to send you head-over-heels.

**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 foot bed 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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