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FOR IMMEDIATE RELEASE

OKA b. Finds Fans of Facebook™

ATLANTA, GA—January 21, 2009--OKA b., designer and manufacturer of Shoes That Love You™, is finding fans all over the web. After launching its own product page through the Internet networking site Facebook™ on January 15, the Georgia-based designer has already exceeded 100 fans and the popularity of the page is growing!

OKA b.'s largely female-targeted site is powered by Facebook™ and enables longtime customers and new fans to follow OKA b. Being an OKA b. Fan means you will be the first to know about new OKA b. videos, promotions, contests, photos, savings opportunities and so much more! Plus, you can chat with other OKA b. Fans. Facebook™ isn't the only networking site OKA b. is conquering. OKA b. is Twittering and tweeting away daily on Twitter™, the of-the-moment professional network that welcomes everyone from zealous bloggers and boutique-owners to national media outlets. You'll also find OKA b. keeping track of the latest fashion and beauty trends on TeamSugar™, the Sugar, Inc.-owned networking site for fashion industry insiders and trend-followers around the world.

"Our audience spans so many demographics," said Kelly Schmidt, Vice President of OKA b. "It's great that now, with so many wonderful Internet resources at our fingertips, we're able to connect with OKA b. customers on a more personal level. We're also finding new fans with every blog mention and connection we make through such networking sites as Facebook™, Twitter™ and TeamSugar™!"

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 .