

FOR MORE INFORMATION:

Caroline McCoy
OKA b.
678.730.5303
CarolineM@ShoesThatLoveYou.com

FOR IMMEDIATE RELEASE

OKA b. Unveils 2009 Summer Collection

New Footwear Collection Celebrates Summer's Hottest Trends

ATLANTA, GA—March 31, 2009—OKA b., designer and manufacturer of Shoes That Love You™, today unveiled its 2009 Summer Collection, a perfectly edited line of warm-weather sandals inspired by the season's hottest runway trends. From cute and colorful patterns, to nautical-inspired prints and warm neutral hues, OKA b.'s summer collection celebrates this season of backyard barbecues and coastal getaways in style and comfort.

With classic summer styles ranging from thongs and slides to elegant mid-heels, OKA b.'s newest collection delights every preference and taste. Most known and loved for its signature ribbon-accented Madison style, the Atlanta-based footwear designer has extended its Madison offering to include a collection of tone-on-tone styles, as well as an assortment of preppy seaside-inspired styles with woven ribbons featuring lobster, sailboat and nautical wheel icons. Neutral color palates made a huge comeback on the spring/summer runways and OKA b.'s collection includes new styles and colors to suit this cool and classic trend. Sure to be a new favorite, the Hannah, a flat thong style, features an eye-catching raffia flower and comes in the pretty neutral hues of Hot Chocolate, Camel and Dirty Martini. OKA b. has also added two new colors to Spring 2009's best-selling style, the Malia.

"This summer collection is our best ever," said Kelly Schmidt, Vice President of OKA b. "The range of styles offered is both broad and concise. Everything is very on trend for the season but there is still something for everyone! Best of all, each of the styles in the summer offering is under \$40 so you can be fashionable without breaking the bank!" OKA b. delivers unwavering commitment to style, comfort and affordability and the 2009 Summer Collection is sure to be pure fun in the sun!

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.