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- For immediate release -

A SHOE FIT TO BE WED (IN)

March 15, 2010 - ATLANTA – Just in time for those dreamy spring and summer weddings at destinations worldwide, OKA b., the Atlanta based shoe manufacturer known for their recyclable and stylish yet uber-comfortable and posture-friendly flip-flops, sandals, slides and thongs, announced its newest collection of bridal sandals and coordinating bridesmaid shoes. "Our brides spoke and we listened," says OKA b. Vice President, Kelly Schmidt. "Over the past few years, we've literally received thousands of emails from loyal customers (many of them soon-to-be brides) asking us to create a wedding shoe that they could wear or change into after their ceremony. Some even sent us pictures of their feet after their wedding, which reinforced our decision to launch the line."

The OKA b. Bridal Collection features five popular OKA b. styles in a soft palette of bridal whites and creamy tones: The Madison, The Caroline, The Juliet, The Bella and The Savannah. Unique facets include interchangeable ribbons for the bachelorette party, wedding day and honeymoon, and adornments made from hand set crystals, seashells, and silk rosettes. All of the shoes in the bridal collection feature OKA b.'s signature craftsmanship, known for extreme comfort with price points under \$40. The shoes are designed with ergonomic footbeds and massage beads to pamper feet and aid posture. All are also bacteria resistant, non-slip, durable, washable and recyclable. OKA b. prides itself on inviting customers to send their well-loved OKA b. sandals to their low waste Atlanta factory where they are ground up and mixed with virgin material to create new product. The factory is also available for tours.

Comfort aside, brides will love being able to give the coordinating sandals in vibrant colors to their bridesmaids as gifts, another unique addition to The Summer 2010 Collection.

The 2010 Summer Collection is now available online at www.ShoesThatLoveYou.com or via PDF. For additional information about the manufacturing process, samples, or high resolution photographs, contact Heather Roberts at 646.246.4010.

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