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- For immediate release -

OKA B. SHOES LAUNCHES PAIR A DAY GIVEAWAY

MARCH 17, 2010 -- Just in time for spring, 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 a thirty day promotion in conjunction with the launch of its Summer 2010 sandal collection.

Beginning on Wednesday, March 17, 2010 the company will be giving away thirty pairs of sandals from the new collection online at www.ShoesThatLoveYou.com/PairADay. The promotion will run until April 15, 2010. Visitors are invited to log onto the company's website and register to win. There is no purchase necessary to enter the contest and winners are posted daily on the site. To get advance notice of the current week's winnings, visitors are invited to sign up on OKA b.'s email list.

The Summer 2010 Collection offers an exciting array of sandals in citrus colors, safari prints, beaded jewels and gemstones all crafted with OKA b.'s signature ergonomic design. All of the sandals are waterproof, bacteria resistant and recyclable. OKA b. has also recently launched a Bridal Line, taking wedding shoes to a new level of comfort.

For additional information and to register, visit www.shoesthatloveyou.com.

Additional contest rules:

NO PURCHASE NECESSARY. The "Pair-A-Day Giveaway" Sweepstakes ("Promotion") is open to individuals, age 18 years or older, who are legal residents of the 50 United States. Void wherever prohibited by law. The Promotion runs from 12:01 am ET, Wednesday, March 17, 2010 through 11:59 pm ET, Thursday, April 15, 2010 (the "Promotional Period"). To enter, participants must log on to www.ShoesThatLoveYou.com and submit the required contest and information. Limit one (1) entry per person per day (12:01 am ET through 11:59 pm ET) during the promotional period. Thirty (30) winners (the "Winners") will be randomly selected on or around 11:00 am ET the day after each 24 hour period ends from among all eligible entries received during that timeframe and posted to the website. The odds of winning will depend on the total number of eligible entries received each day. The Winners will each receive the style featured during the 24 hour period for which they were selected at an Approximate Market Value ("AMV") of Thirty Dollars (\$30.00) per pair. The total AMV of the Sweepstakes is Nine Hundred Dollars (\$900.00). Prizes will be shipped via UPS Ground to winners to the mailing address on the winning entries. Prizes will be shipped on a weekly basis during and after the promotional period ends. If the prize cannot be delivered successfully after two (2) attempts, winner forfeits prize.

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