



--For immediate release--

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OKA b. SANDALS FEATURED IN TOP RESORT SPAS WORLDWIDE

March 9, 2010 --- OKA b., the U.S. based shoe manufacturer known for creating a stylish yet uber-comfortable line of flip-flops, sandals, slides and thongs, recently announced its Summer 2010 Collection, currently carried in 24 of Condé Nast Traveler's top 38 Resort Spas compiled from their 2009 Reader Spa Poll.

Sold in boutiques and high end resorts worldwide, all of the shoes in the summer collection embrace OKA b.'s signature craftsmanship, known for extreme comfort with ergonomic footbeds and massage beads to pamper feet and promote good posture. All are also bacteria resistant, non-slip, durable, washable and recyclable (customers are encouraged to send back their well-loved OKA b. sandals where they are ground and combined with virgin material to create new shoes). Such features are trademarks of a company that prides itself on creating a superior product. "We want our customers to feel like they're in the spa even when they're on the street," says OKA b. Vice President, Kelly Schmidt. "We do this without compromising style and by infusing our designs with the latest runway trends. It's a true honor to be carried by the majority of spas listed in Condé Nast Traveler's Top Resort Spas Reader Poll because it affirms our place as a leader in the market."

In addition to focusing on design and comfort, OKA b. has been able to maintain price points at \$40 or under, offering a two year guarantee on every pair of shoes. "Our customers have always been and will always remain our top priority," says Schmidt. "They are fashionable women and men with keen attention to detail and high standards of quality who want a sandal they can wear for years at an affordable price."

Touted as the 'Ultimate Travel Shoe' and 'The Premier Spa Shoe' by thousands of loyal customers worldwide, the newest sandal in the summer collection is The Lucy. The slate colored Lucy adorned with seashell beads in a flower shape is projected to be the best selling shoe for the company in 2010, according to founder and CEO Bahman Irvani.

The 2010 Summer Collection is now available online at www.ShoesThatLoveYou.com. For additional information about the manufacturing process or to request samples, contact Heather Hogan Roberts at HeatherR@shoesthatloveyou.com.

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