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- For immediate release -

OKA b. FUSES FASHION, COMFORT AND GLOBAL ZEITGEIST

March 15, 2010 - ATLANTA – Call it responsible. Call it good business. Call it a sign of the times. Atlanta based shoe manufacturer, OKA b., known for its stylish yet uber-comfortable flip-flops, sandals, slides and thongs, recently announced the launch of its Summer 2010 Collection. And while women gravitate toward the citrusy colors, safari prints, gemstones and classy bridal shoes for looks and comfort, the behind the scenes goings on at OKA b. are just as newsworthy.

That's because the company prides itself on making a difference, not only in its day to day operations, but in the world. OKA b. shoes are manufactured in the U.S. in a low waste facility. Careful attention is paid to reduce excess in every aspect of production, from mailings to manufacturing. Customers are also encouraged to send back their "well-loved" OKA b. shoes to the Buford, GA factory where they are ground and recycled with virgin material to create new product. Whatever can't be recycled is sold to make industrial mats. And despite production being kept the states, OKA b. has been able to maintain price points under \$40, offering a two year guarantee on every pair of shoes. "Our customers have always been and will always remain our top priority," says OKA b. Vice President, Kelly Schmidt. "These are fashionable women and men with high attention to detail and high standards of quality who want a sandal they can wear for years at an affordable price." Averaging two to three new retail customers per day and an annual growth rate of fifteen percent, the company is thriving in a down economy.

In addition to creating highly sought after shoes and reducing its carbon footprint, OKA b. is a company with the greater good in mind. The company's most recent humanitarian initiative sent thousands of new and used shoes to Haiti in partnership with Souls4Souls, a Nashville, TN based charity. For every pair of gently worn shoes mailed in by loyal customers, OKA b. matched the donation with a new pair of anti-bacterial, waterproof and durable sandals, perfect for the Haitian climate. The two month project brought in thousands of pairs of shoes.

Touted as the 'Ultimate Travel Shoe' and 'The Premier Spa Shoe' by thousands of loyal customers worldwide, the newest hit in the summer collection is The Slate Colored Lucy. The sandal is adorned with seashell beads in a flower shape and 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, samples, images or to request a factory tour, contact AdinaN@shoesthatloveyou.com.