

FOR MORE INFORMATION:

Karina Timmel
KC Public Relations
404.233.3993
ktimmel@kcpr.net

FOR IMMEDIATE RELEASE

OKA b. Announces Smaller Sizes in Popular Footwear Lines
New Sizes Perfect for Young Girls and Petite Feet

ATLANTA (November 15, 2007) – OKA b., manufacturer of stylish comfort footwear, introduces Girls' sizes in the 2008 Spring and Summer footwear collection. This new line up features two new extended sizes to fit smaller feet including Extra-Extra Small (XXS 2-3) and Extra Small (XS 4-5). These additional sizes are available in the *Madison*, OKA b.'s most popular shoe style consisting of colorful slides paired with pretty grosgrain ribbons in 16 options. *Grace*, a basic, unadorned slide, is also offered in Girls' sizes in 14 colors.

The smaller sizes are a welcome addition to OKA b.'s existing range of Women's easy-fit sizing options which includes Small (S 5.5-6.5), Medium (M 7-8), Medium-Large (ML 8.5-9.5) and Large (L 10-11). The new sizes will prove to be a popular addition among gift and accessories retailers who cater to young girls and current fans of OKA b. shoes. Smaller Madisons can be used in "Mom and Me" displays as well as tween trend merchandising promos.

As with all OKA b. shoes, Girl's sizes feature a massaging footbed, lightweight design and anti-microbial construction. OKA b. shoes are waterproof, machine washable and include a non-slip/non-marking sole, making them a great choice for young girls. Additionally, this rapidly-growing consumer base will be drawn to the trendy colors and fun names including Popsicle Pink, Kiwi and Pineapple, also new for the 2008 season.

"The smaller fit options were a natural evolution for OKA b.," said Vice President, Kelly Schmidt. "Our Madison shoe style has such a large customer following that we've had a number of requests to expand our sizes. They are a stylish option for any woman, but look especially cute in Girls' sizes. Unlike other slip-on shoes, OKA b. products offer so many positive features, moms can feel confident they are buying a quality product for young feet."

Girls' sizes will be available with the release of the OKA b. Spring and Summer Collection in January 2008.

All OKA b. shoes are manufactured in the USA in Buford, Georgia. For more information on OKA b. visit www.ShoesThatLoveYou.com or call 888.730.OKAB. Styles are available for sale online and in all 50 states.

###