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FOR IMMEDIATE RELEASE

Step into the Jasmine: The Ultimate Spa Shoe by OKA b.

ATLANTA, GA—March 26, 2009---OKA b., designer and manufacturer of Shoes That Love You™, has unveiled the Jasmine, the newest addition to the company's line of premium spa and resort sandals. A versatile and well-designed spa shoe, the Jasmine offers exceptional fit, comfort, flexibility and cutting-edge style.

Best known for sleek, fashionable and comfortable designs, the Atlanta-based footwear designer, OKA b., has introduced this new slide just in time for warm weather. The Jasmine's feminine details make it a great alternative to basic slides while flexible upper straps and premium arch support pamper even chronic problem feet. Structured to provide maximum flexibility with a modern, flirty design, the Jasmine soothes and flatters every foot.

"The Jasmine is OKA b.'s most ergonomically advanced style yet," said Naomi Wakatake, Chief Designer for OKA b. "It provides exceptional heel and arch support while hugging the foot without constricting it for flexible stability. The style is also sleek and modern making it ideal for spas and resorts but also a great option as an everyday slide."

The Jasmine is the perfect marriage between form and function. A proprietary Microplast® material makes the Jasmine both lightweight and antimicrobial. As with all OKA b. shoes, the Jasmine is recyclable, vegan-friendly and can even resist fading from repeated machine washings. The Jasmine is currently offered in the spring collection in five colors with additional colors debuting soon.

About OKA b.

Setting out to prove that style and comfort can coexist, **OKA b.** made its debut in the summer of 2005 as a fabulous line of Shoes That Love You™. Fashionable, fun and uniquely comfortable, **OKA b.** footwear is designed for stepping out in style. With sophisticated lines and innovative construction, the shoes are inspired by the latest runway looks yet crafted to pamper the feet with every step. Massage beads and a cushioned foot bed deliver instant foot therapy, creating the ultimate indulgence in footwear – fashion that feels good!

OKA b. shoes are uniquely American, an affordable luxury brand designed and manufactured just outside metro Atlanta in Buford, Georgia. Offering signature styles for women, men and children, **OKA b.** shoes are available at specialty retailers, spas, resorts and boutiques nationwide. The complete line is also available through the company website at www.ShoesThatLoveYou.com .