



To be released

March 7, 2008

Okabashi Introduces Machine-Washable, Anti-Microbial Kids Shoe Line

Atlanta, Ga. (March 7, 2008) – Okabashi, a leader in American-made, casual footwear, today introduced the Okabashi Kids shoe line. The Okabashi Kids flip flop is now available in 12 fun colors including poppy red, ballerina pink and icy blue and in youth sizes ranging from 1½ to 5½. The Okabashi Kids Eurosport slide is available in black or navy and in youth sizes from 4½ to 8. Both styles are available for \$12.99 online at www.okabashi.com and at select US retailers.

Okabashi shoes are recommended for developing feet because they are flexible, comfortable and breathable. All Okabashi shoes are made with MicroPlast[®], a lightweight material exclusive to Okabashi that is anti-microbial and machine washable – perfect for the way a kid lives and plays. Okabashi shoes come with a two-year guarantee.

Okabashi is fun, affordable fashion for everyday wear, play and gardening. Okabashi has styles for kids, adults and active seniors and are the only shoes in their category to be endorsed by the American Chiropractic Association. They are also recommended for sufferers of foot pain, including plantar fasciitis and heel pain.

For 25 years, Okabashi shoes have been made in America. The company's manufacturing facility is located near Atlanta, in Buford, Georgia. In addition, more than 15 percent of material used for Okabashi shoes is recycled.

About Okabashi Brands, Inc.

Based in Buford, Ga., Okabashi Brands, Inc. is dedicated to providing customers with the best in casual footwear. Over the past 25 years, Okabashi has sold more than 100 million pairs of shoes. Okabashi shoes, sold online and at CVS, Walgreens and select retailers across the US and Canada, are available in men's, women's and kid's sizes and in a variety of styles and colors. Shoe collections include flip flops, casual slides, mid heel sandals and clogs. For more information, visit our website at www.okabashi.com.

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