



***Stop by Okabashi Booth #4140 at the  
Food Marketing Institute Show***

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Attention: Food and Grocery/Supermarket Editors

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**Okabashi Brands Introduces Resort Thong and Slide,  
Making Seasonal Aisle a Destination for Affordable,  
Fun Summer Footwear**

*-- Okabashi offers supermarkets affordable, high-quality summer shoe item to drive seasonal aisle traffic; includes mail-in rebate offer ---*

*-- Okabashi's newest slides and thongs endorsed by the American Chiropractic Association for comfort and therapeutic benefits --*

**Buford, Ga., April 24, 2006** – Okabashi Brands, Inc., a U.S.-based manufacturer of foot therapy products, today announced the launch and immediate availability of its new line of summer thongs and slides in two-tone colors for supermarkets looking to attract and retain consumers looking for quality, affordable footwear in the seasonal aisle.

Retailing for \$9.99, the Resort Thong and Slide combine rich, bold colors of the tropics with built-in foot comfort featuring massage beads at the instep and toes. The Resort collection is “wash and wear” and highly durable. To refresh shoes, consumers can simply rinse them off or throw them in the washer, and Okabashi shoes come with a two-year guarantee to ensure customer satisfaction.

“We understand that supermarkets need a strong offering to keep customers in their stores. Okabashi shoes are not only affordable and visually attractive, but have a unique comfort design based on reflexology that makes for a loyal customer,” said Art Serrano, director of sales at Okabashi.

The new Okabashi Resort collection is aimed at women, offering them a versatile summer accessory to complement beachwear, a cool summer wrap, a playful skirt, or a favorite sundress.

The Okabashi Resort Thong comes in the following two-tone colors: hot pink sole/grass green strap, turquoise sole/coral strap and hot chocolate sole/turquoise strap. The Okabashi Resort Slide comes in the following two-tone colors: hot chocolate sole/grass green upper and black sole/pink upper.

The launch will be supported with a multiple purchase, mail-in rebate. "Our market research indicates that two-thirds of our consumers own at least two pairs," adds Serrano.

#### **Why are Okabashi shoes so beloved?**

- Massaging foot support and pain relief
- Proven durability and flexibility
- Easily machine washable and hygienic
- Very affordable price
- New endorsement from the American Chiropractic Association (ACA)
- Made in the U.S.A.

#### **About Okabashi Brands, Inc.**

With manufacturing based in Buford, Ga., Okabashi is dedicated to providing customers with the best in therapeutic footwear and shoes, which are designed to prevent foot fatigue by applying the principles of reflexology.

Okabashi is the number one brand in massaging footwear, having sold more than 25 million pairs in the U.S. Okabashi is currently sold at the company Web site at [www.okabashi.com](http://www.okabashi.com). Customers can find both men's and women's shoes in a variety of styles and colors. Shoe collections include thongs, casual slides, mid heel sandals and clogs.

For more information, visit our Web site at [www.okabashi.com](http://www.okabashi.com) or contact Caroline March-Long at [carolineml@okabashi.com](mailto:carolineml@okabashi.com) or 434-295-5938. For sales questions, call 1-800-443-6573.

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