

## **New Okabashi.com Gives Customers More Interactive, Stimulating Footwear Shopping Experience**

*Free shipping and a 'Get Active' sale kick off the new Okabashi.com*

*Okabashi.com offers heightened interactive experience and shopping-friendly features*

**Atlanta, Ga., August 8, 2006** — Tickle Okabashi's feet, learn about reflexology, or pick up a pair of flip flops and get free shipping with purchases over \$35. Consumers can do that and more on the new Okabashi.com from Okabashi Brands, Inc., the number one brand in massaging footwear.

### **Free Shipping Online**

To help customers celebrate the warm weather of summer and the launch of the new Okabashi.com, Okabashi is introducing a special promotion that will run through September 1<sup>st</sup>. The offer allows customers to save with free shipping on all purchases over \$35.

“Our free shipping offer allows customers to pick up several pairs of summer shoes before heading out to the beach, pool or backyard picnic and also to stock up for next season. We want Okabashi to play a role in everyone's summer, every day, which is why we are celebrating with savings for our new Okabashi.com launch,” said Christopher Tuff, manager of Online Sales.

### **Get Active Sale**

Customers also save more when they shop online during Okabashi.com's 'Get Active Sale' with reduced prices on three great styles: Women's Resort Thong, Women's Resort Slide and Men's Milan.

### **An Interactive, Simplified Online Experience**

Okabashi in its ongoing commitment to make its products easy to purchase and enjoy has launched its new Website that takes the customer experience to a whole new level:

- Features, perhaps, the first set of interactive feet that allow customers to learn about reflexology and how it inspires the design of Okabashi products.
- Customers now have access to more variety of colors and styles at Okabashi.com.
- New customer service initiatives allow customers to be more self-service driven, including “Easy Returns” and enabling customers to track their Web orders online. Customers can also sign up to receive emails, which highlight special promotions and savings.

“We designed the new Okabashi.com with an interactive flair that sets us apart, like our Reflexology 101 piece. We are committed to our customers and our new site reflects our passion for them,” said Lorenzo Gonzalez, director, Brand Development.

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

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 and shoe collections include thongs, casual slides, mid heel sandals and clogs.

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