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## **Castle Megastore Named 2011 XBIZ Retailer of the Year**

TEMPE, Ariz.--([BUSINESS WIRE](#))--Castle Megastore Group, Inc. has been named the 2011 XBIZ Retailer of the Year at the annual XBIZ Awards February 9<sup>th</sup>, 2011. Castle Megastore has achieved an amazing run of awards throughout the past two years, and this accolade is another testament to the efforts put forth by the Castle Megastore team. Additional recipients of some of the awards included Good Vibrations for Boutique Retailer of the Year and Dennis Paradise for Executive Leadership Award for Novelty.

"We would like to thank the XBIZ team for their support and recognition over the past several years. XBIZ has once again created a high caliber event, from the vendors to the attendees, and we are proud to be a part of this outstanding show. We would also like to share our excitement with the other award winners and congratulate them on their hard work and achievements in our industry," says Mark A. Franks, president and CEO of Castle Megastore Group, Inc. "Our focus is on providing our customers with outstanding service and a unique interactive shopping experience. We will continue to evolve and adapt to the changing business landscape, and we will strive to provide our customers with the highest level service expected from Castle. We would also like to take this opportunity to thank everyone again for the patronage and support of the Castle Megastore team."

The XBIZ Digital Media Conference and its newly added Retail Conference make up the leading annual event of the digital adult and now retail industry world. XBIZ awards are given during this annual event. Since its beginnings, the XBIZ Awards has grown into a mega gala event seducing the media and generating tidal waves of buzz throughout the adult entertainment biz. Now in its ninth year, with an expanded list of more than 100 award categories, the 2011 awards show featured the most expansive array of categories in XBIZ Awards history. The star-studded event attracts A-list movers and shakers of the multi-billion dollar adult entertainment industry, hosting icons such as Jenna Jameson, Ron Jeremy and Hustler founder Larry Flynt.

Castle Megastore Group, Inc., based in Tempe, Ariz., is the XBIZ 2011 Retailer of the Year, AVN's 2010 "Outstanding" Retail Chain of the Year, StorErotica 2010 Store Chain of the Year, and previous XBIZ 2009 Retailer of the Year. Castle Megastore Group, Inc. is the nation's leading retailer of adult merchandise and opened its doors in 1987. During the past 23 years, Castle has grown throughout the west coast with stores located in Arizona, New Mexico, Oregon, Washington and Alaska. Castle is known throughout the industry for the exceptional level of customer service, vast selection and inviting store environments. Stores range in size from 5,000 to 16,000 square feet and are designed carefully with the customers in mind. Our focus is to create a fun, friendly, shopping experience that is safe and well lit.

For more information about the 2011 XBIZ Awards, visit [www.XbizAwards.com](http://www.XbizAwards.com).

For more information about Castle Megastore, visit [www.CastleMegastore.com](http://www.CastleMegastore.com).

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