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## Castle Megastore: The Nordstrom of XXX

today is biggest day in the adult retail industry

--Arizona Republic

Arizona- Castle Megastore is taking a cue from upscale department stores: the adult novelty and video retailer has been entertaining guests at its Deer Valley location with live piano music on select evenings leading up to Valentine's Day.

Mark Franks, Castle Megastore president and chief executive officer, said he got the idea to hire a pianist when he was shopping at Nordstrom during the holidays.

"A lot of people have called us the Nordstrom of the adult industry," Franks said. "We're not a seedy, cagey operation. We're a high-class operation."

Deepening the Castle-Nordstrom connection, the musician that Franks hired was a former pianist at a Nordstrom in San Diego.

Franks said the piano music was a classy way to boost sales leading up to Valentine's Day, the biggest day of the year in the adult retail industry.

"It's been so successful that I've been thinking about keeping the piano there year-round," he said.