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Experience Adult Shopping Like Royalty -- Castle Megastore Offers Shoppers a Rose on Valentine's Day; Deer Valley Location Offers Live Piano Music on a Baby Grand PHOENIX--(BUSINESS WIRE)--Feb. 13, 2006--It's been said that the two weeks leading up to Valentine's Day are the busiest time of year for the adult retail industry. "Couples seeking to boost the level of romance and intimacy within their relationships are the largest group of consumers entering the stores," said Castle Megastore President and CEO Mark Franks. Enhancing the experience for its customers, Castle Megastore will give each customer a rose with any size purchase on Valentine's Day -- at any of the six store locations in the Phoenix metro area.

For the Deer Valley Castle Megastore located at 21815 N. 26th Ave. in Phoenix, shoppers have the added pleasure of enjoying live piano music played on a baby grand piano. There, shoppers can enjoy an experience akin to an elegant department store, with an evening performance on Valentine's Day from 6-10 p.m.

All of the 16 stores in the five-state chain place a premium on making sure their customers are treated like royalty 24/7/365. Offering the newest, most innovative products in the industry, the assortment of merchandise includes up to 97,000 items displayed on the shelves. This breadth of adult products ranges from the "mild to the wild." Castle Megastore has designed its upscale retail stores to appeal to large numbers of female customers and couples, the fastest-growing segments of their chain's largely suburban business, according to Franks. With that in mind, shoppers can experience a "boutique within a boutique," where softer merchandise is displayed near the front of the store for easy access.

Each store, which is designed with a striking castle exterior, carries hundreds of styles of lingerie; thousands of different types of lotions, potions and gels; and a diverse assortment of novelty items, in addition to magazines and DVDs. Retail associates wear uniforms, and all departments are clearly identified. As with all adult stores, no minors are allowed.

Castle Megastore is America's leader in upscale adult retail stores. Castle Megastore operates 16 company-owned stores in the states of Arizona, Oregon, Alaska, Washington and New Mexico.

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