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Castle Megastore Named AVN's Outstanding Retail Chain of the Year

TEMPE, Ariz.--([BUSINESS WIRE](#))--Castle Megastore Group, Inc. has been awarded AVN's Outstanding Retail Chain of the Year. "O" Awards were announced Saturday, August 7th at the AVN Show and Conference in Hollywood, Fla.

"We are honored to receive this year's award for Outstanding Retail Chain of the Year. We strive to continuously improve our organization and are pleased that organizations like AVN recognize the efforts and growth of Castle Megastore," says Mark A. Franks, president and CEO of Castle Megastore Group, Inc. "We would like to thank our customers for the years of support and the AVN team for their work in moving our industry forward. We would also like to express our congratulations to all of this year's winners."

The 2nd annual "O" Awards recognize outstanding companies that are raising the bar in the novelty and pleasure products industry, including design, innovation, marketing, distribution, and retailing.

Additional winners include Adam & Eve for Lifetime Achievement, Je Joue for Overall Product Design for Women, The Stockroom for Outstanding Boutique, Lelo for Outstanding Packaging, and Digital Playground for Outstanding Powered Product.

Castle Megastore Group, Inc., based in Tempe, Ariz., is AVN's 2010 Outstanding Retail Chain of the Year award winner, XBIZ 2009 Retailer of the Year, and nominated for StorErotica 2010 Store Chain of the Year. Castle Megastore is a leading adult retailer with 17 stores operating in Arizona, Alaska, New Mexico, Oregon and Washington. By providing excellent customer service and a wide array of product choices, Castle Megastore is the market leader in the adult industry in each of its operating markets. Castle Megastore's mission is to lead the adult entertainment industry through exceptional service, revolutionary promotions and great product selections all while redefining romance, intimacy and sex.

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