

CASTLE MEGASTORE GROUP, Inc. Press Release
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Castle Megastore nominated for XBIZ Award for a second year, Retailer of the Year

TEMPE, Ariz. – Castle Megastore has been nominated for 2010 Retailer of the Year. The eighth annual XBIZ Awards will be held Feb. 10 at the world-famous Avalon Hollywood. According to XBIZ.com, the awards are a “symbol of excellence dedicated to honoring the most influential companies and performers who play an essential role in the growth and popularity of adult entertainment around the globe.”

Castle Megastore was the recipient of the Retailer of the Year award at the 2009 XBIZ Awards held in Hollywood, Calif. The awards show honors excellence and achievement in adult film, novelty, Internet and retail categories.

“Castle Megastore is excited for the opportunity to be awarded Retailer of the Year for a second year in a row,” says Mark A. Franks, president and CEO of Castle Megastore Group, Inc. “We continue to strive for excellence by offering a welcoming, informative and premium selection of products to our customers in all of our stores nationwide.”

The XBIZ Awards, the adult entertainment industry’s biggest business awards show, received a record 2,365 preliminary nomination submissions from the adult entertainment community.

Other nominees in the category include Adam & Eve stores, Fairvilla, Fascinations, Hustler Hollywood stores, Lion's Den, Peekay, Romantix, Stockroom and the Pleasure Chest.

“It is a pleasure to be nominated with such a notable list of nominees,” says Franks. “In the past two years we have been fortunate to receive many accolades and distinguished nominations for the industry’s top awards.”

Castle Megastore was also nominated for the 2009 Outstanding Retail Chain “O” Award, presented by AVN Media Network, *AVN Novelty Business* magazine and AVN Novelty Expo.

Castle Megastore is a leading adult retailer with 18 stores operating in Alaska, Arizona, New Mexico, Oregon and Washington. By providing excellent customer service and a wide array of product choices, Castle Megastore is leading 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 selection while redefining romance, intimacy and sex. More information at www.castlemegastore.com.

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Note to editors/producers/reporters: High-resolution photos of Castle Megastore retail locations are available. Please contact media representative.

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