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Castle Megastore Unveils the Liberator Boutique

October 15, 2010 08:36 PM Eastern Daylight Time

TEMPE, Ariz.--(EON: Enhanced Online News)--Castle Megastore Group, Inc. and Liberator have teamed up to bring a new interactive shopping experience to customers. Castle Megastore will unveil the first Liberator Boutique inside Castle's Deer Valley location in Phoenix, Ariz., during the Castle Megastore Annual Halloween Fashion Show. Customers will be able to browse the widest array of Liberator products and use them in a bedroom environment or pair them with other Liberator and toy combinations.

"Castle Megastore is very excited to announce the Grand Opening of our first Liberator® Store in store," said Mark Franks, President and CEO of Castle Megastore. "Castle Megastore and Liberator® have entered into an exclusive agreement to develop this first-of-its-kind store in store concept, offering the most extensive assortment of Liberator® products available anywhere. This 500-square-foot interactive store allows customers to try Liberator® products prior to making a selection for purchase, creating a true interactive customer experience." Under this exclusive agreement, Castle Megastore will open additional Liberator® stores in all of its 17 locations in Alaska, Arizona, Oregon, New Mexico and Washington.

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The Liberator Boutiques to be placed in the Castle Megastores will be designed similarly to Liberator's concept store, located in Atlanta, Georgia. Handsome shelving will feature Liberator Shapes® and Sex Furniture, both Original and Black Label, Liberator Films, and Liberator Role Play gear. Beds adorned with an array of Liberator products will create a stunning visual display aimed to inspire customers to be interactive with the products while at the same time making multiple purchases.

Castle Megastore Group, Inc., is StorErotica 2010 Store Chain of the Year, AVN's 2010 Outstanding Retail Chain of the Year, and XBIZ 2009 Retailer 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.

Contacts

Castle Megastore Group, Inc., Tempe
 Jasen Bartlett, Director of Marketing and Public Relations
 480-921-1005
jbartlett@castlemegastore.com

Permalink: <http://eon.businesswire.com/news/eon/20101015006259/en/Castle-Megastore/Liberator-Boutique/Liberator>

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