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## Castle Megastore Winner of the 2010 StorErotica Store Chain of the Year Award

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TEMPE, Ariz.--([EON: Enhanced Online News](#))--Castle Megastore Group, Inc. was awarded StorErotica's Store Chain of the Year Award, presented by ED Publications, producers of StorErotica Magazine at the StorErotica Convention & Tradeshow. This completes a sweep of recent awards and industry accolades for the Tempe-based chain. The Annual StorErotica Awards were presented on Tuesday, August 24<sup>th</sup>, from noon to 1 pm. The Convention runs until August 25<sup>th</sup> at The Mirage Hotel & Casino in Las Vegas.

"We would like to thank all of the consumers and fans who voted for Castle Megastore and also thank the team at StorErotica for their amazing support. It has been an amazing year for Castle and we strive to continuously raise the bar," says Mark A. Franks, president and CEO of Castle Megastore Corporation. "We would also like to congratulate and share in the excitement with all of the other StorErotica winners."

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Other winners this year include Sextoy Distributing and Pipedream who received Manufacturing of the Year for third year in a row.

"Whether they represent storefronts, distribution or manufacturing, the scope of the StorErotica Awards aims to recognize all of those businesses who consistently strive for excellence in erotic retail," says StorErotica Magazine's Editor, Kristofer Kay. "In such a complex industry, where innovation is being raised practically on a daily basis, nominating only a few companies is challenging."

Castle Megastore Group, Inc., based in Tempe, Ariz., 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.

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