

**CASTLE MEGASTORE GROUP, INC. Press Release**  
**Oct. 5, 2009**

**Castle Megastore's Halloween Costume Fashion Show has highest attendance yet**

TEMPE, Ariz. – Castle Megastore had its highest attended Halloween Costume Fashion Show yet on Oct. 2. The show was held at its Deer Valley store in Phoenix and had more than 500 people in attendance; the third annual show was a standing-room only event.

Castle Megastore and Dreamgirl Lingerie, its repeat title sponsor, hosted the fairy tale themed event showcasing the hottest styles in Halloween costumes this season. The night was complete with a chocolate fountain, witch's cauldron and prizes for all the attendees.

This year, Castle Megastore partnered with KISS FM, a Phoenix hot contemporary radio station, and one of its morning show hosts, Special K. The morning show is one of the top five rated morning shows in the country. Special K co-hosted the event with Castle, and helped give out a grand prize trip for two to Las Vegas at the Rio All-Suite Hotel and Casino. The trip also included tickets to a Chippendale's show and VIP Bottle Service at the VooDoo Lounge, all provided by Castle Megastore and KISS FM..

Other lingerie sponsors included Leg Avenue, Forplay, Coquette and Elegant Moments lingerie, which also showcased their fashions during the show.

Customers were also welcomed to visit lube, toy and novelty sponsors at tables located throughout the store. Table sponsors included System Jo, California Exotic Novelties, Doc Johnson Novelties, Pipedream Products and Evolved. The sponsors educated customers with product demonstrations and gave out prizes.

Castle Megastore is a leading adult retailer with 17 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](http://www.castlemegastore.com).

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*Note to editors/producers/reporters: High-resolution photos of the Halloween Fashion Show and Castle Megastore stores are available. Please contact media representative.*

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