

CASTLE MEGASTORE CORP. Press Release
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Castle Megastore nominated for AVN "O" Award, Outstanding Retail Chain

TEMPE, Ariz. – Castle Megastore has been nominated for the Outstanding Retail Chain "O" Award, presented by AVN Media Network, *AVN Novelty Business* magazine and AVN Novelty Expo. The inaugural awards honor outstanding achievement in the pleasure product industry and will be held on July 14 at the AVN Novelty Expo in Universal City, Calif.

"We are proud to be recognized for our constant efforts to enhance the adult retail experience for consumers, and to be part of the inaugural 'O' Awards," says Mark A. Franks, president and CEO of Castle Megastore Corporation. "It is an honor to be nominated with such a distinguished list of nominees."

Other nominees in the category include Adam & Eve, Adult Mart, Amazing Adult Superstores, Fascinations, Hustler Hollywood, Lion's Den, Love Boutique or Deja Vu, Peekay, Lovers, Touch of Romance, Condom Revolution and Sara's Secret or Condoms to Go.

This year has been a successful one for Castle Megastore. It is the recipient of the Retailer of the Year award at the XBIZ Awards held in Hollywood, Calif. The annual awards show honors excellence and achievement in adult film, novelty, Internet and retail categories.

"Castle Megastore is thrilled to be nominated for another significant award in the adult industry in the same year," he says. "We stand amongst distinguished industry leaders who have had the privilege of receiving awards like these in the past.

"The team prides itself on offering consumers a comfortable, informative and sophisticated experience when shopping in our stores nationwide," says Franks. "This service is part of our company culture and attributes directly to recent accolades we have received."

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.

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Note to editors/producers/reporters: High-resolution photos of Mark Franks and Castle Megastore stores are available. Please contact media representative.

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