

## **CASTLE MEGASTORE GROUP, INC. Press Release Feb. 12, 2010**

### **CASTLE MEGASTORE'S MARK FRANKS WINS EXECUTIVE LEADERSHIP AWARD**

On Wednesday, February 10, 2010 Castle Megastore's Mark Franks, was awarded the Executive Leadership Award at the annual XBIZ Awards which took place in Hollywood, California. The special award represents business leaders who are not only a driving force behind the success of famed enterprises, but also exemplary members of the adult entertainment business community in terms of their industry standing, contributions and overall influence within the marketplace. Mark Franks is proud to stand amongst the distinguished industry leaders that have had the privilege of receiving XBIZ awards in the years past and is honored to be recognized by such an established and notable organization. Franks, "being recognized by XBiz with the Executive Leadership Award is a very important accomplishment for me. I am appreciative of the recognition and thank the staff at Xbiz. This accomplishment both energizes and motivates me to continue to work towards contributing to this industry by continuing to share with the community successes as the leader of Castle Megastore."

Castle Megastore was awarded the XBIZ 2009 Retailer of the Year Award and was nominated for XBIZ 2010 Retailer of Year. Castle Megastore is a leading adult retailer with 18 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 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 selections all while redefining romance, intimacy and sex.

"The annual XBIZ Awards are a symbol of achievement and excellence dedicated to honoring outstanding individuals, companies, performers and products that play an essential part in the growth and success of adult entertainment. XBIZ is the adult entertainment industry's No. 1 source for trusted business news and information. XBIZ offers a suite of informational products and business resources designed to help both new and experienced adult industry professionals succeed. XBIZ consists of XBIZ.com, XBIZ World magazine and XBIZ Premiere magazine, which together offer the most extensive adult trade information available, including breaking industry news, exclusive feature articles, up-to-the-minute company press releases, event listings, the most comprehensive adult business directory available online and a wide variety of business services.