



June 30, 2010 04:06 PM Mountain Daylight Time 

# Castle Megastore Nominated for StorErotica's Store Chain of the Year Award 2010

TEMPE, Ariz.--([BUSINESS WIRE](#))--Castle Megastore Group, Inc. has been nominated for the Store Chain of the Year Award, presented by ED Publications, producers of StorErotica Magazine and the StorErotica Convention & Tradeshow. The Annual StorErotica Awards will be presented on Tuesday, August 24<sup>th</sup>, from noon to 1 p.m., during the 4<sup>th</sup> Annual StorErotica Convention at The Mirage Hotel & Casino in Las Vegas.

“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”

“We are proud to be recognized for our consistent efforts to elevate the adult retail experience for our clients. We are proud to be recognized by our peers and other industry leaders as an innovative market leader in adult retail,” says Mark A. Franks, president and CEO of Castle Megastore Corporation. “We share our excitement with the other distinguished organizations who were nominated this year by StorErotica.”

Other nominees in this year's category include Lion's Den, Peekay, Babeland, Fairvilla, Fascinations, The Pleasure Chest, and Sara's Secret/Condoms to Go.

“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. But we're confident that the best of the best are represented on this year's ballot.”

Castle Megastore, based in Tempe, Ariz., is an XBIZ 2009 Retailer of the Year Award winner and nominee for XBIZ 2010 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.  
Jasen Bartlett, 480-921-1005  
Director of Marketing and Public Relations  
[jbartlett@castlemegastore.com](mailto:jbartlett@castlemegastore.com)