



FOR IMMEDIATE RELEASE
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CASTLE MEGASTORE WINS XBIZ RETAILER OF THE YEAR AWARD

On Thursday, February 12, 2009 Castle Megastore was awarded the title of Retailer of the Year at the annual XBIZ Awards which took place in Hollywood, California. The annual awards show honors excellence and achievement in the adult film, novelty, internet, and retail among other categories. This year's retailer of the year nominees included Adam & Eve, Hustler Hollywood, Peekay, Inc., Fairvilla, Babeland, Romantix/Luv Boutiques, Stockroom and Castle Megastore. There to accept the award was Castle Megastore President and CEO Mark Franks and several other members of the Castle corporate team. **"We are proud to be recognized for our continued efforts to elevate the adult retail experience", said Mark Franks.**

Mark Franks and Castle Megastore are proud to stand amongst the distinguished industry leaders that have had the privilege of receiving XBIZ awards in the years past and are honored to be recognized by such an established and notable organization.

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 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. www.castlemegastore.com

"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." www.xbizawards.com

Contact Information:

Ed Quillard, Advertising, Castle Megastore, 1045 S. Edward Drive, Tempe, AZ 85281
edq@castlemegastore.com 480-921-1005 ext 2409