

# The Screaming O Nabs Manufacturer of the Year

## Nomination

Company Press

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LOS ANGELES — Adult novelty manufacturer The Screaming O has received a Storerotica Awards nomination in the category of Novelty Manufacturer of the Year. The winner will be announced at the upcoming Storerotica 2008 Awards, to coincide with the Storerotica Intimate Apparel and Product tradeshow taking place Aug. 24-27 in Las Vegas.

According to company vice president Keith Caggiano, the Screaming O credits this nomination to the company's persistent efforts to create a fun and non-threatening image which appeals to everyone, including the novice. The team aims at promoting the adult industry by offering products that are couple and female-friendly.

"We jokingly call ourselves the gateway product," Caggiano said. "People who are initially threatened by the idea of a sex toy try us first, which encourages them to further explore their options within the industry."

The company said they are honored to be considered for the industry award and believe their popularity continues to grow due to a number of key factors.

"We understand the importance of manufacturing adult products with only the highest quality materials and under the highest standards. We are selective in the products we choose to offer and we are always looking for a unique angle in which to market them. We bring an undeniable element of fun and excitement to everything we do, from marketing products to the look and feel of the packaging, as well as the events we attend. Overall, we are just looking to make people happy," Caggiano said.

To cast a vote for The Screaming O at the 2008 Storerotica Awards Show, visit the voting form on the Teeze Magazine website  
[http://teezemagazine.com/?page\\_id=278](http://teezemagazine.com/?page_id=278).

The Screaming O is a two-time winner of the Women's Health Magazine's Annual Sex Awards for 2007 and 2008, has been published as the top-selling product line in most adult stores and was recently awarded StorErotica's 2007 Innovator of the Year award.

<http://www.xbiz.com/news/novelty/96885>