

The Screaming O Wins Storerotica's Innovator of the Year

XBIZ NEWS REPORT

LAS VEGAS — Sex toy company **The Screaming O** was named the Adult Industry's Most Innovative Company of the Year award at the inaugural Storerotica Awards during last week's Storerotica Expo held at the Mandalay Bay Resort and Casino.

Presented by Adult Store Buyer and Teeze magazines, the awards recognized outstanding achievements in the areas of adult retail, distribution and wholesale.

Screaming O partner Keith Caggiano said he was shocked to have received such exclusive recognition by the awards show.

"There were no other nominees for the category; they just went into our bio," Caggiano said. "It's a terrific honor."

Caggiano and partner Justin Ross said they are honored to have been recognized by an industry they've only been a part of for two years.

"We have always tried to do things a little differently than had been done and we are excited to say we have many more innovative new things to come," Caggiano said.

The Screaming O is responsible for such adult toys as The Screaming O vibrating cock ring, The Screaming Octopus vibe and The O Boy Vibrating Quickie Kit.

The Storerotica Awards were hosted by adult performers Gina Lynn and Tera Wray and were held at the Sapphire Club Las Vegas on Aug. 27

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