



Peekay Inaugural 'O' Award Winner

UNIVERSAL CITY, Calif.—Unveiled with touches of irreverent humor and flourishes of fanfare and greeted with a spirit of joyful camaraderie, the winners of AVN's inaugural "O" Awards were announced Tuesday night.

Thirteen products and companies were recognized in the awards ceremony, designed to recognize the leading products, companies and more in the adult pleasure industry. In addition, Carol Queen, Ph.D., and her Center for Sex and Culture were honored with the Outstanding Achievement Award.

"Though the AVN Awards are a spectacle now watched by millions of viewers on Showtime, it wasn't always that way," AVN Publisher and Editor Tony Lovett told the crowd of more than 400. "In fact, tonight's 'O' Awards are reminiscent of the same low-key vibe that was part of the AVN Awards launch, so many years ago."

Each award winner was presented with the "O" Award trophy, which features a black marble base and a polished metal three-dimensional "O" on top.

Winner of the first-ever "O" Awards for Outstanding Retail Chain: Peekay (Lovers, Condom Revolution, Touch of Romance)

Nominees for The "O" Awards were culled from pre-nomination submissions and a panel of advisors who narrowed down the field. From there, an advisory panel of more than 100 industry professionals was chosen for balloting. Their votes were counted along with those from AVN novelty writers and reviewers.

The "O" Awards were held in conjunction with the AVN Novelty Expo, the premier B2B event for the adult pleasure product industry. ANE continues Wednesday at the Universal Sheraton and the Hilton Los Angeles hotels in Universal City, Calif.



Purchasing Team accepting the award.

LOVERS

CONREV

**A Touch of
ROMANCE**