

O wouldn't you know ... The Screaming O scores again. And again.

For a company that started out creating some of the best cock rings on the market, saying that The Screaming O keeps growing is a loaded understatement. But, truth be told, in the past year alone, The Screaming O has vertically integrated themselves within the couples sector of the adult novelty market. Now with 17 separate rings, nine vibes, a litany of ancillary products (like their popular bullets and the Rock-On elixir and pills) and a pervasive marketing presence, The Screaming O is far beyond circling the toys for the bedroom and is becoming a household name.

We recently spoke with Screaming O partner Keith Caggiano about his company's latest venture, the Ogee, how he helped assemble the very beautiful Screaming O Scream Team, and the company's recurring presence in popular culture.

In fact, it seems as though The Screaming O keeps them screaming on all fronts. In addition to its award-winning product lineup, The Screaming O itself has received numerous accolades within the industry for its high-quality production standards, innovative design and honorable business practices. The Screaming O won STOREROTICA Magazine's 2007 Innovator of the Year Award, and was named 2009 Adult Toy Manufacturer of the Year and 2010 Marketing Campaign of the Year by XBIZ Magazine.

As of this writing The Screaming O is in the running for six new XBIZ Awards, including Toy Manufacturer of the Year, Marketing Campaign of the Year and Crossover Novelty Company of the Year.

"We want the Screaming O brand to be seen as a fun, friendly and non-intimidating product line for all types of couples," says Caggiano. "We've produced many products, but at our core, most of our products tend to center around the couples' experience in a way that will heighten the overall experience. There is always more we want to accomplish, but unfortunately we can't get everything done as quickly as we'd like to. But we have a pretty good roadmap of where we want to go and what we want to do."

On the Ogee:

"We're really excited about this product because it's a complete departure from what The Screaming O is typically

known for. While we respect other manufacturers in the industry, wanted to do something fresh and put a spin on this type of toy. What we wanted was a versatile toy, and what we came up with is a toy that is flexible and can hold its shape. Women are contoured differently, so the Ogee can bend in any way that will satisfy each customer. The Ogee can be used also as an exterior toy; it's submersible, it has three speeds and can offer so much versatility, while also being an excellent couples' toy."

On the Scream Team:

"The Scream Team is very important to the Screaming O brand. Unlike other groups of girls in the adult industry, we want our Scream Team to be perceived as very self-confident, very positive and more importantly, to exude a very happy energy. We want them to help convey the message that it's okay to be human, it's okay to be sexual and have fun with your partner. We don't want the Scream Team girls to be perceived as just models. We expect them to uphold the positive image of The Screaming O.

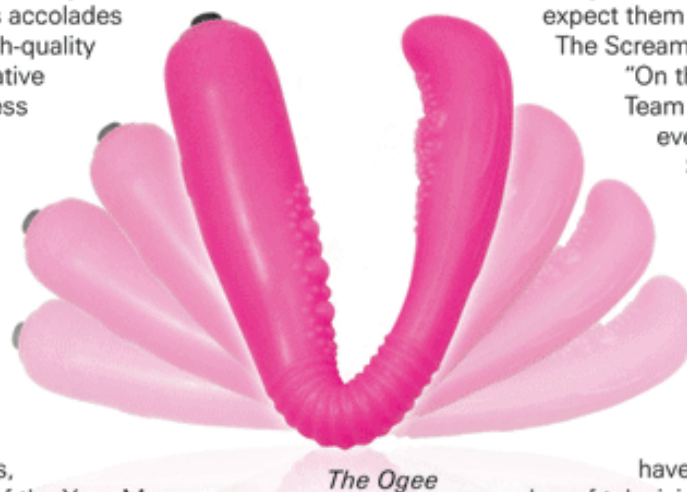
"On the marketing front, the Scream Team girls appear at all types of events to help promote the Screaming O brand. We've been at rock concerts, golf events, bar and nightclub appearances, and of course, all the adult consumer events, even the international shows found in the U.K. and Australia."

On pop culture:

"We've been fortunate to have product placement on a number of television programs, as well as in mainstream press. We've been on "The Bad Girls Club" for a number of seasons, "Sons of Anarchy," and just recently, our Bullet Buddy Worm made an appearance on "Keeping Up with the Kardashians." The Screaming O is a perfect co-star on a show like the Kardashians' show, as we're just as loud and outspoken as the lovely ladies. Personally, I would have picked the Bunny for Kim, but that's just me. Pink is definitely her color.

"The Screaming O brand gets a lot of exposure in one form or another, but ultimately, we do this because it is our job and our responsibility to deliver a brand to retailers that has the ability to sell." ■

For more information on The Screaming O please call (310) 446-1632 or visit www.thescreamingo.com.



The Ogee