



**For Immediate Release**

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**DevineToys Introduces The Devine Playchest**

*Limited edition luxury storage for the indulgent modern woman of today*

**Houston, TX (November 2009)** – **DevineToys** intimacy collection of locking toy boxes and travel cases target the modern, style minded female. **DevineToys** has enhanced their luxury range with the unveiling of the **Devine Playchest** – a limited edition opulent storage solution for romance accessories and erotic media.

The new **Devine Playchest**, retailing for \$99.00, is now available in glossy faux crocodile both in pink with black accents and the reverse. Spacious and lockable, the **Devine Playchest** measures 15” long, 8” wide, over 10” tall and includes mesh pockets, elastic loops and a moveable partition. It is detailed with sleek chrome colored hardware and an elegant lock with 2 keys nestled in a charming hide-a-key pocket.

The **Devine Playchest** can be seen along with the entire **DevineToys** collection at [www.devinetoy.com](http://www.devinetoy.com).

**DevineToys** is a pioneer among a small but powerful wave of superior adult manufacturers, appealing to and bridging a wider, more sophisticated audience of savvy, style conscious people. “Our collection discretely accessorizes the personal and intimate side of women and couples”, says Nina Helms, founder of **DevineToys**. “As a culture we are more creative in our seeking of erotic pleasure by introducing toys, sexual enhancers, adult media and new techniques, while still demanding style and quality in the bedroom.”

**About DevineToys**

Incorporated in 2003, **DevineToys** is a New York and Houston-based home/travel accessory manufacturer company specializing in cases for adult romance items, condoms and other pleasure devices. Owned and run by women, **DevineToys** aims to shake conventional restrictions by celebrating and honoring sexuality the way we do one another. Live, make love, laugh!

For more information visit [www.DevineToys.com](http://www.DevineToys.com).