



## **FOR IMMEDIATE RELEASE**

### **CONTACT:**

Justin Schakelman  
TheaterXtreme Entertainment Group  
+1 302-455-1334  
Email: [justin@theaterxtreme.com](mailto:justin@theaterxtreme.com)  
Website: [theaterxtreme.com](http://theaterxtreme.com)

### **TheaterXtreme announces plans to franchise nationally**

NEWARK, DE, 01/01/04—TX Expansion Group, Inc., the business development extension of affiliate TheaterXtreme, Inc., announces plans to develop and market a comprehensive franchise system in pursuit of establishing a national presence in the affordable, front projection home theater market category.

The Newark, DE-based large-format home theater retailer and installer is preparing to open franchises throughout the United States. “Launching a national franchise is an integral part of TheaterXtreme’s growth strategy,” said Scott Oglum, president and CEO.

The franchise system is both inclusive and cooperative. “We are seeking talented, motivated individuals who have an entrepreneurial vision,” remarked Ken Warren, TheaterXtreme’s vice president of franchising.

Franchisees can expect to work closely with TX Expansion Group on all aspects of the design and development process. Franchised locations are designed in keeping with TheaterXtreme’s brand identity, and resemble the model store located in Newark, DE.

TheaterXtreme will finalize its UFOC documents and state registrations in the short term.

For more information about TheaterXtreme’s franchise system, contact Ken Warren. Or, visit [theaterxtreme.com](http://theaterxtreme.com). Franchises start at \$250,000.

ABOUT THEATERXTREME, INC.—TheaterXtreme sells and installs affordable, large-format, front projection home theaters. The company focuses on middle-income consumers in the home entertainment marketplace, emphasizing value and performance across its line of home theater audio, video, furnishings, and accessories.

SAFE HARBOR STATEMENT—Some of the information presented in this constitutes forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements represent the Company's judgment regarding future events, and are based on currently available

information. Although the Company believes it has a reasonable basis for these forward-looking statements, the Company cannot guarantee their accuracy and actual results may differ materially from those the Company anticipated due to a number of known and unknown uncertainties, of which the Company is not aware. Factors which could cause actual results to differ from expectations include, among others, the ability of the Company to sell franchises, success of the franchise stores, location of stores, delay or loss of key products from vendors, disruption of product delivery from overseas suppliers, changes in regard to significant customers or suppliers, increased competition from companies with more expertise or experience, technological improvements in the home theater market which may render the Company's offerings obsolete, less competitive, or too expensive, material reduction in the demand for home theaters, and lack of sufficient capital to allow the Company to achieve its strategic objectives. For additional information concerning these and other important factors that may cause the Company's actual results to differ materially from expectations and underlying assumptions, please refer to the reports filed by the Company with the Securities and Exchange Commission.

###