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TheaterXtreme of Boise, Idaho Opens Doors for Business

NEWARK, DE, 4/5/06—TheaterXtreme Entertainment Group, a Newark, DE-based franchisor of home cinema design and installation centers, is pleased to announce the grand opening of its newest franchised design center located in Boise, ID.

The store's owner, Tyler Compton of Eagle, ID, purchased the franchise territory rights in September 2005.

An official ribbon-cutting ceremony took place on March 18, 2006. In attendance were TheaterXtreme corporate representatives, the franchisee's family and friends, as well as members of the local business community.

"We hit the ground running in Boise," said Compton. "We have already created a lot of excitement in this market, and the community has been responding very well to our products and services."

The design center features five home cinema showrooms against the backdrop of company's distinctive retail environment.

"Mr. Compton's team focus and high energy are admirable," said Scott Oglum, CEO of TheaterXtreme Entertainment Group. "If his success in these early stages of operation is any indication of what's to come, we're all enthusiastic."

The location will serve about 250,000 consumers in the greater Boise area.

"Tyler's design center is first-class—he and his team are well-prepared to do business," said Ken Warren, President and Chief Operating Officer, TheaterXtreme Entertainment Group, who attended the grand opening. "We're looking forward to his team's continued success."

TheaterXtreme of Boise is located at 11600 W. Fairview Ave, Boise, Idaho 83713. Call 208-322-4500 for directions and store hours.

ABOUT THEATERXTREME, INC.—TheaterXtreme designs, sells, and installs affordable, large-format, front projection home cinemas. Its home cinema packages feature OneView, a proprietary media controller that combines on-screen movies, music, photos, games, and Internet access with the touch of a button. The company focuses on middle-income consumers in the home entertainment marketplace, emphasizing value and performance across its line of home cinema audio, video, furnishings, and accessories.

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