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TheaterXtreme crosses 1,000 front-projection home theaters sold

NEWARK, DE, 4/25/06—TheaterXtreme Entertainment Group, a Newark, DE-based franchisor of home cinema design and installation centers, announced today that it has sold 1,000 front-projection home cinema rooms in its two-and-a-half years of operation.

“This marks an important achievement for us and the audio-video marketplace,” said Scott Oglum, CEO. “Our sales record is a reflection of impressive consumer demand for a real movie theater in the home.”

The one-thousandth system was sold at the company’s Bel Air, MD location. Since the organization’s launch in September 2003, TheaterXtreme has expanded nationally with stores in nine states.

TheaterXtreme sold the majority of the 1,000 front-projection theater packages in its first three stores. “Many of the newest design centers are ramping up in sales—it will be interesting to see our volume the same time next year,” said Ken Warren, President and COO.

Recently, the company caught the attention of Pacific Media Associates, a market research firm that focuses on large-screen display products, markets, and manufacturers. “It’s a new era in the front-projection business and TheaterXtreme is the one to watch,” said Bill Cogshall, the firm’s President. “Big box stores are missing the mark in the way of front-projection merchandising, but TheaterXtreme hits it straight on.”

Volume sales of front-projection home cinemas have been elusive for local and national specialty retailers. As the TheaterXtreme defies traditional expectations, some home integrators see opportunity. TheaterXtreme’s newest franchisees Jeff Oberle and Manny Badias fused their established Richmond, VA-based home systems business to a TheaterXtreme franchise. “The company gives us the brand strength and sales potential to take our local business to the next level,” said Oberle.

The front-projection home cinema market continues to grow steadily. “U.S. unit sales are expected to climb 134% between 2005 and 2007,” according to Pacific Media Associates.

Tamaryn Pratt, Principal Analyst at Quixel Research, anticipates unit sales of related front-projection components to enjoy the growth curve as well.

Much of the company's success can be attributed to its unique merchandising and marketing strategy. "They are the only chain of specialists that sell a front-projection entertainment solution that customers can experience," said Coggshall. "Their conceptual approach is in line with what consumers want in today's home entertainment marketplace."

TheaterXtreme expects to add more stores to its group through the year, especially in America's high-growth suburban areas. "They're seeing great results," added Pratt, "because it's a market that's truly expanding."

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 and emphasizes value and performance across its line of home cinema audio, video, furnishings, and accessories.

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