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Two TheaterXtreme franchises to open in Michigan

NEWARK, DE, 05/24/05—TheaterXtreme Entertainment Group, a Newark, DE-based home cinema design and installation company, announced today plans to open two design centers in Michigan following a territory approval to Tudhope Entertainment Centers, LLC.

Richard and Terry Tudhope of Clarkston, MI, and Roger Novotney of Lake Angelus, MI are Tudhope Entertainment Centers' principles.

TheaterXtreme approved Tudhope's design center options in Auburn Hills, MI and Utica, MI, respectively.

Sold on the company's growth potential, Tudhope is eager to open its first design center. "The TheaterXtreme franchise offers a great opportunity to put real movie theaters into homes at an affordable price," stated Richard Tudhope. "This is business model is perfectly timed, and we're glad to be a part of it."

The forthcoming Michigan locations are part of TheaterXtreme's national franchise expansion program.

"Customers will be well-served by these two locations, particularly because Richard and Terry are so enthused," said Scott Oglum, President and CEO, of TheaterXtreme Entertainment Group. "We are delighted to welcome them to the family of TheaterXtreme franchisees."

Each design center will serve a marketplace of about 250,000 consumers. "It's pretty scary to think that so many people have been shut out to owning a real home cinema because of the mistaken high price perception," mentioned Terry Tudhope. "We do not have a business like this in our area. The TheaterXtreme concept and product position will be eye-opening and exciting for consumers," added Richard.

Construction has already begun at the Auburn Hills site. It will feature at least five TheaterXtreme home cinema rooms and is expected to open in October 2005.

“We’re pleased to see them come aboard,” said Ken Warren, Executive Vice President of Franchising. “The Tudhope team really captures the kind of spirit and passion that TheaterXtreme seeks in its franchisees.”

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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