



FOR IMMEDIATE RELEASE

INVESTOR & MEDIA CONTACT:

The Investor Relations Group

212-825-3210

Emily Hanan / Susan Morgenbesser

Email: ehanan@investorrelationsgroup.com / smorgenbesser@investorrelationsgroup.com

Website: www.investorrelationsgroup.com

Theater Xtreme Sets Precedent with Home Theater Financing Options from General Electric Money Bank

Newark, DE, 7/11/07 -- Theater Xtreme Entertainment Group, Inc. (OTCBB: TXEG), a nationwide seller and installer of real movie theaters for the home, today announced it is now offering GE Money's PROJECTLINESM home improvement financing as a source for consumer credit.

Theater Xtreme is first national retailer of its kind to offer PROJECTLINESM financing. "This is an energizing business prospect for both of us. We're excited by what Theater Xtreme can bring to the table because of their excellent growth and penetration in the affordable, custom home theater category," said Bruce Christensen, GE Money's Vice President and General Manager for its Home Improvement division.

PROJECTLINESM is a revolving financing program from GE Money's Sales Finance unit specifically designed for the home improvement industry. In an effort to tap the booming home theater marketplace, GE Money is working with select Theater Xtreme locations to give its customers attractive financing options that make completing home theater projects easy. Customers may be approved for loans up to \$20,000 in minutes with minimal paperwork. The program has been customized around Theater Xtreme's business model and consumer profile.

The ultimate aim for the PROJECTLINESM product is to increase the average ticket price while bolstering sales rates. "We can now offer more items to customers seeking low monthly payments at competitive interest rates," said Theater Xtreme Entertainment Group CEO Scott Oglum. "That's a major benefit for us and we're looking forward to a profitable relationship with GE Money."

To be added to Theatre Xtreme's investor contact list, please contact Justin Schakelman at jschakelman@theaterxtreme.com.

ABOUT THEATER XTREME ENTERTAINMENT GROUP, INC.

Theater Xtreme Entertainment Group, Inc (OTCBB: TXEG) is a specialty retailer of real movie theaters for the home. The Company's 80" to 120" front projection systems deliver an authentic movie theater experience, as an increasingly popular alternative to flat panel televisions. Its cinema packages, featuring brand names and factory direct products, are simple to use and cost significantly less than traditional A/V dealer offerings. It operates 5 company owned stores and 9 franchises in 10 states.

ABOUT SALES FINANCE AND GE MONEY

Sales Finance, based in Kettering, Ohio, is part of GE Money, formerly GE Consumer Finance, and provides private label credit card programs, marketing, installment lending, service contracts and financial services for national and regional retailers in more than 20 industries including: home improvement, sporting goods, powersports, outdoor power equipment, automotive, recreational vehicles, consumer electronics and appliances, furniture, floor covering, marine, music, jewelry, and health care.

With more than \$190 billion in assets, GE Money, a unit of General Electric Company (NYSE:GE), is a leading provider of credit services to consumers, retailers and auto dealers in more than 54 countries around the world. GE Money, based in Stamford, Conn., offers a range of financial products, including private label credit cards, personal loans, bank cards, auto loans and leases, mortgages, corporate travel and purchasing cards, debt consolidation and home equity loans, and credit insurance. More information can be found at www.gemoney.com.

GE is Imagination at Work -- a diversified technology, media and financial services company focused on solving some of the world's toughest problems. With products and services ranging from aircraft engines, power generation, water processing and security technology to medical imaging, business and consumer financing, media content and advanced materials, GE serves customers in more than 100 countries and employs more than 300,000 people worldwide. For more information, visit www.ge.com.

SAFE HARBOR STATEMENT

Some of the information presented in this letter 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, the ability to find suitable locations for new corporate and franchise stores, delay or loss of key products from vendors, the ability to maintain margin and sales growth rate, disruption of product delivery from overseas suppliers, changes in regard to significant suppliers, increased competition from companies with more expertise, experience, or financial resources, technological changes 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 corporate store opening goal. 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 available at www.sec.gov.

###