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### **TheaterXtreme opens first home cinema design center**

NEWARK, DE, 09/01/03—TheaterXtreme, Inc., a Newark, DE-based home theater design and installation company, announces the opening of its first retail design center in Newark, DE.

Founder Scott Oglum, a fifteen-year veteran of the Delaware business community, launched TheaterXtreme anticipating a major shift in the way consumers view home entertainment.

“The large-format home theater marketplace is on the brink of changing the way people view home entertainment,” said Oglum, president and CEO of TheaterXtreme.

TheaterXtreme is positioning itself in the affordable, front projection home theater market category. “It’s the future of home theater, and we’re going to lead the way,” Oglum commented.

TheaterXtreme is a concept store designed in the spirit of a real movie theater environment. The retail space features a lobby, complete with a ticket counter and velvet ropes. “The store is designed to appeal to America’s appetite for authentic and complete home theater living spaces,” said Juley Dricken, a company design consultant.

The focus of TheaterXtreme’s design center is what Oglum calls “experience rooms.” The Newark store features six cinema rooms designed and furnished to demonstrate how a large-format home theater looks in the average single family home.

“Our aim is to make every moment a customer spends in the TheaterXtreme design center a memorable and exciting experience. And we believe we accomplish this goal because the home theaters are larger, more dramatic, and affordable than most people ever imagined,” said Oglum.

The greater-Newark community is already responding favorably to TheaterXtreme. So far, the design center, though still in its infancy, is on track to be profitable in its first month of business.

“If the high interest level we’re experiencing today is any indicator of where we’ll be one year from now, TheaterXtreme is on to something great,” added Dricken.

**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.

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