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TheaterXtreme of Auburn Hills, Michigan Grand Opening

NEWARK, DE, 10/03/05— 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 Auburn Hills, MI.

The store's owners, Dick and Terry Tudhope of Clarkston, and Roger Novotney of Lake Angelus purchased the franchise territory rights in May of 2005.



A grand opening ceremony took place on September 30, 2005. In attendance were TheaterXtreme's corporate representatives, the owners' families and friends, as well as members of the local community.

"All of our opening preparations are coming together and customers are already showing their enthusiasm for the products," said Novotney. "We are eager to open our doors to the Auburn Hills marketplace."

The design center currently features five home cinema showrooms and the company's signature movie theater-theme design. The location serves about 250,000 consumers in the greater Auburn Hills area.

TheaterXtreme of Auburn Hills, MI is located at Shops at The Crossings, 4185 Baldwin Road, Auburn Hills, MI 48326. Call 248-456-1800 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.

SAFE HARBOR STATEMENT—Some of the information presented in this 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, location of stores, delay or loss of key products from vendors, disruption of product delivery from overseas suppliers, changes in regard to significant customers or suppliers, increased competition from companies with more expertise or experience, technological improvements 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 strategic objectives. 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.

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