



John Madden Goes High-Tech, Relies on KVH Satellite Systems to Stay in Touch on the Road

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Uses KVH In-motion Satellite TV and Mobile Broadband Internet to Prepare for NFL Games While Traveling Aboard the "Madden Cruiser"

MIDDLETOWN, R.I.--(BUSINESS WIRE)--Sept. 22, 2003-- The last time John Madden flew on an airplane, it was 1979. Claustrophobic on commercial flights, yet required to be in a new city every week for his job as an NFL commentator, Madden switched from air to rail and then to a converted Greyhound in 1987. He soon became the country's most celebrated bus rider, traveling more than 1.5 million miles in his world-famous "Madden Cruiser". As co-host of ABC's Monday Night Football, Madden needs to stay informed at all times, even while on the road 50 hours a week en route to the NFL's weekly marquee event. To stay connected, Madden relies upon the award-winning in-motion satellite systems from Middletown, RI-based KVH Industries (Nasdaq: KVHI), including a KVH TracVision L3 in-motion satellite television system, and a KVH TracNet 2.0 Mobile High-speed Internet System with wireless networking to his laptop computers.

"Having high-speed Internet access and wireless connections on my computer is the biggest change in the new bus," said Madden. "It's just a great thing. With the satellite TV and satellite Internet we're never out of contact at all."

Madden, the former head coach of the Oakland Raiders from 1969 to 1978, couldn't imagine being without satellite television today, and not just for sports. "Satellite television is so big because I can keep on top of the games, the news, the weather, it's great," he explained. Relying on interstate travel so much of the time, Madden says his upgrade to a mobile satellite system by KVH Industries of Middletown, RI, has been one of the most important improvements the Cruiser has undergone. "Before we got the TracVision system we used to have to stop to set the satellite antenna up to watch television, which never made any sense when we were trying to get somewhere. It turned out we rarely used the satellite television because we didn't want to stop. Now that we have the KVH TracVision in-motion system, the TV is on all the time, whether it's a game we're watching, checking the weather, or just watching the news. There are just so many things it's added to our trips, it's amazing."

A focal point of Madden's football knowledge gathering apparatus is his KVH TracNet Mobile High-speed Internet System, which equips him with broadband connections to the information super-highway while moving along the actual highway.

"You're just always staying up on everything. You're just reading everything you can," said Madden, a confessed football information junkie. "That's where having the Internet really helps. While you're riding across the country it's hard to get all the newspapers you're used to. But with TracNet, you can just go on the Internet and pick up all the newspapers, go in, and read about the teams, either about the game you've just done or the two teams you've got coming up next. I also read all the general NFL information because I not only try to keep up with the teams we have in the upcoming week, but also with what's going on in the whole league."

With amenities that meet or surpass those found in the modern home or office, his customized 45-foot motor coach is a mobile central command vehicle built for the king of the broadcasting booth. The Madden Cruiser IV, manufactured by Motor Coach Industries (MCI) of Schaumburg, IL, customized by Klein Interior Specialists in Nolensville, TN, and sponsored by Outback Steakhouse, is replete with comforts and appliances - including steam shower/sauna, rosewood paneling, granite floors, and queen-size bed - but it's the state-of-the-art mobile technology that really makes it possible for Madden to stay up-to-date and connected while traveling more than 80,000 miles this season.

KVH Industries, Inc., designs and manufactures products that enable mobile communication, navigation, and precision pointing through the use of its proprietary mobile satellite antenna and fiber optic technologies. The company is developing next-generation systems with greater precision, durability, and versatility for communications, navigation, and industrial applications. An ISO 9001-registered company, KVH has headquarters in Middletown, Rhode Island, with a fiber optic manufacturing facility in Tinley Park, Illinois, and a European sales, marketing, and support office in Hoersholm, Denmark.

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