



## Retailers & Customers Praise New KVH TracVision A5 Satellite TV for Automobiles

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***Breakthrough In-motion Satellite TV System Brings 300+ Channels of Entertainment to a Variety of Vehicles throughout United States***

MIDDLETOWN, R.I.--(BUSINESS WIRE)--Nov. 4, 2003--Live satellite TV has come to the automobiles throughout the continental United States as the TracVision A5 satellite TV system from KVH Industries is now available through authorized dealers nationwide. The groundbreaking TracVision A5 brings satellite television to in-vehicle video screens throughout the country just as mobile video systems have become the hottest selling automotive electronic accessory on the market today. Retailers and customers alike are offering rave reviews of the TracVision A5's performance, design, and the unmatched variety of entertainment and news now available in cars via satellite.

As the first national retailer to sign on as a TracVision A5 dealer, Tweeter Home Entertainment Group brings a unique perspective to the demand for and capabilities of the TracVision A5.

"We are very pleased with the interest and demand for the TracVision A5. In fact, our customers were so impressed with the concept, that we sold out of our first shipment before it even arrived in our warehouse," said Dan Jeancola, vice president of mobile electronics for Tweeter Home Entertainment Group. "We plan to promote the TracVision A5 with newly designed in-store displays in time for the holiday season."

Tweeter is selling, installing, and supporting the TracVision A5 through a retailer network composed of 147 stores under the Tweeter, HiFi Buys, and Sound Advice names in the New England, Texas, Southern California, Mid-Atlantic, Chicago, Southeast, and Florida markets.

Pamela Harding, dealer sales manager for Freeman's Car Stereo, commented on the positive reception from retail customers as well as the more than 170 car dealerships supported by Freeman's 10 locations in North and South Carolina. "All of our customers are thrilled. People can't believe how good the reception is on the road. A customer drove through a 3-hour rainstorm and the picture never went out. It's great when a customer comes back in to see us and says they love it. We've also had great interest from the dealerships."

When asked how TracVision A5 stacked up against the other technology Freeman's has sold and installed since it was founded in 1978, Ms. Harding didn't hesitate to respond, "This is the best technology we've seen. It's the newest, greatest thing out there."

"The TracVision A5 unit is extremely quick and easy to install," remarked David Hill, owner of Scottsdale, AZ-based Signature Audio. One of the first retailers to receive the new antenna, Mr. Hill installed his initial TracVision A5 aboard a customer's Range Rover. "It worked great in all of the areas we tested it. Anyone who is tired of watching the same DVDs over and over again or listening to the same songs is going to love this."

Customers are also thrilled with the TracVision A5 and receiving live satellite TV on the move. Speaking from his office in Adelanto, CA, Tony Giagnocavo, owner of Western Conveyor, commented on how the TracVision A5 now installed aboard his Cadillac Escalade is getting the attention of people around him. "It seems to catch a lot of people's eyes. I'm sure it will catch the eyes of families with kids in the back."

As for his own use, Mr. Giagnocavo explains, "I use it both for enjoyment and business. It helps to pass the time. When I'm driving alone, I use it to listen to TV programs I enjoy like '60 Minutes'. I've got a TV screen in the back for guests. We're in the high desert, and I've taken it on drives to Arizona and Las Vegas and there have been no problems."

When asked about his customers' interest in the TracVision A5, Mr. Hill at Signature Audio said, "I'm a single store and had no problem ordering 10 TracVision A5 systems right off the bat when I learned about it. My first 10 are already spoken for!"

Manufactured by Middletown, RI-based KVH Industries, the TracVision A5 is the first and only low-profile satellite TV antenna designed specifically for use on SUVs, minivans, and similar large passenger vehicles throughout the United States.

In addition to national retailers like Tweeter, retailer/expeditors like Freeman's Car Stereo, and 12-volt specialty retailers like Signature Audio, the TracVision A5 is sold through a nationwide network of more than 740 authorized retailers. These retailers are providing complete TracVision A5 sales, installation, and support. Additional information about TracVision A5 and a comprehensive dealer list is available on KVH's web site, [www.tracvision.com](http://www.tracvision.com).

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 is traded on the Nasdaq Stock Exchange with the ticker symbol "KVHI" and 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.

This release contains certain forward-looking statements that involve risks and uncertainties. Forward-looking statements address, for example, the functionality, characteristics, quality and performance of KVH's products and technology; anticipated innovation and product development; and customer preferences, requirements and expectations. The actual results could differ. Factors that may cause such differences include, among others, those discussed in KVH's most recent Form 10-Q filed with the SEC. KVH assumes no obligation to update its forward-looking statements to reflect new information or developments.

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