



Leading Retailer Good Guys Offering Live Satellite TV in Cars Using KVH TracVision A5

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MIDDLETOWN, R.I.--(BUSINESS WIRE)--March 4, 2004--Customers shopping at Good Guys stores all along the west coast are enjoying live satellite TV in their cars using the TracVision A5 low-profile satellite TV antenna from KVH Industries (Nasdaq: KVHI). Good Guys, Inc., one of the country's leading consumer electronics retailers, is serving as an authorized dealer for KVH's TracVision A5 satellite TV system for passenger vehicles. The award-winning TracVision A5 is the first and only in-motion satellite TV system available today to bring live satellite TV to such vehicles as SUVs, minivans, and other automobiles. Good Guys is providing sales, support, and installation for the TracVision A5 through its 71 stores in California, Nevada, Washington and Oregon, and is part of KVH's network of approximately 800 retail locations nationwide that are selling the TracVision A5.

"Good Guys is very excited to offer this cool new mobile technology," said Cathy Stauffer, Good Guys' president of retail. "The KVH TracVision A5 fits perfectly with our goal to provide our customers with the best, complete mobile systems available today. KVH has a terrific solution for live broadcast TV in the car."

TracVision A5 is a new low-profile satellite TV antenna designed specifically for passenger vehicles. It is the only in-motion satellite TV system for automobiles currently in production and available to consumers throughout the United States. The 5-inch high TracVision A5 uses KVH's hybrid phased-array technology to create an antenna with a rugged, sleek design suitable for the family SUV, minivan, or car. The TracVision A5 was recently named a Design and Engineering Honoree by the Consumer Electronics Association during the 2004 International Consumer Electronics Show as well as a finalist in Product Design and Development Magazine's 2003 Engineering Awards.

"Good Guys is one of the country's premier retailers for audio and video systems for the home and automobiles, and it is a pleasure to be working with them to offer live satellite TV to consumers along the west coast," said Ian Palmer, KVH's vice president of satellite sales. "With the growing demand for in-vehicle entertainment, Good Guys and KVH together can provide customers with a complete mobile entertainment package that will provide exciting entertainment for travelers throughout the United States."

Founded in 1973, Good Guys, Inc. is one of the largest specialty retailers of higher-end entertainment electronics in the nation. With its differentiated product selection and team of friendly and knowledgeable product specialists, Good Guys provides entertainment solutions to the West Coast's early adopters and tech-savvy consumers.

Complete details regarding the TracVision A5 are available at 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-certified company, KVH has headquarters in Middletown, Rhode Island, with a fiber optic and defense product manufacturing facility in Tinley Park, Illinois, and a European sales, marketing, and support office in Hoersholm, Denmark.

This release may contain 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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