



## **Prestige Products Bringing KVH TracVision A5 Satellite TV System to West Coast Car Dealers**

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### ***Leading Automotive Expeditor Offering Low-profile Satellite TV System and Installation to More than 600 New Car Dealerships***

MIDDLETOWN, R.I.--(BUSINESS WIRE)--Nov. 1, 2004-- For consumers who want to add the excitement of satellite TV to their new cars, it just became a whole lot easier thanks to Prestige Products Corporation, which is now offering the TracVision(R) A5 low-profile satellite TV antenna from KVH Industries, Inc., (Nasdaq: KVHI). Prestige Products, one of the country's leading automotive expeditors, provides high-end car audio and video sales and installation support to more than 600 new car dealerships in 14 western states. While Prestige Products has supported consumer demand for in-vehicle video systems for several years, the addition of the groundbreaking TracVision A5 and live DIRECTV(R) programming enables the company to equip vehicles with a complete mobile theatre package.

"For us, the TracVision A5 is a cutting edge product and we always want to have something new and exciting in our product mix," explained Scott Parker, director of operations and marketing at Prestige Products. "TracVision is a perfect fit for the video systems we were already selling. The thing that sells the TracVision is the clarity of the picture. TV in cars using TV tuners just doesn't work and it looks awful. However, when people see the digital satellite TV picture in the vehicle using TracVision, it sells them on it."

The 5-inch high TracVision A5 has opened the entire automotive video market to mobile DIRECTV service through the development of hybrid phased-array antenna technology that is both practical for use aboard an SUV, minivan, or other passenger vehicle and affordable to consumers. Vehicles equipped with a passenger video system and TracVision A5 can receive crystal-clear, digital-quality live DIRECTV programming while on the move rather than be limited to pre-recorded video content or static-plagued reception of location broadcast TV. TracVision A5's innovation and appeal have most recently been recognized by Automotive News, which named the TracVision A5 as a finalist in the prestigious 2005 PACE Awards.

The TracVision A5 has quickly become an appealing sales tool for Prestige Products, which currently fields two vehicles that are fully equipped with headrest video screens, flat-panel plasma displays in the tailgate, and TracVision A5 antennas. Making use of KVH's dynamic in-store displays as well as its own in-house graphics and collateral materials, Prestige Products promotes TracVision A5 through its own regional distribution centers as well as directly through car dealerships throughout the western United States.

"Purchasing the TracVision A5 as part of a complete in-vehicle entertainment system through a new car dealer is an incredibly convenient way for consumers to add the excitement of DIRECTV to their new vehicles," explained Ian Palmer, KVH's executive vice president for satellite sales. "High-quality expeditors like Prestige Products work closely with the car dealers to ensure that customers select the products best suited to their needs, budget, and new vehicle. The cost of the TracVision A5 and video system can be rolled right into the new car payment and the installation is completed by the time the customer arrives to pick up the vehicle."

Details regarding KVH's complete line of TracVision satellite TV antennas are available at <http://www.tracvision.com>.

NOTE TO EDITORS: High-resolution images of the TracVision A5 system and its installation on a number of different vehicles are available for download and editorial use at <http://www.kvh.com/mediasupport>.

Prestige Products Corporation ([www.prestigestyle.com](http://www.prestigestyle.com)) is an INC. 500 company specializing in the development of automobile dealer profits through its unique on-site, turnkey accessories program, which provides the dealer with a complete working inventory, installers, sales personnel, and equipment. Founded in 1979, Prestige Products is headquartered in Los Angeles, California, where the company directs sales, installation, and support activities through regional distribution centers and fixed operations located on auto dealer premises.

KVH Industries, Inc., is the leader in designing and manufacturing satellite television antennas for mobile applications on land or sea. More customers use mobile TracVision antennas on their boats, RVs, trucks, buses, and automobiles than any other competing product. An ISO 9001-certified company, KVH has headquarters in Middletown, Rhode Island, with a fiber optic and military navigation product manufacturing facility in Tinley Park, Illinois, and a European sales, marketing, and support office in Kokkedal, Denmark.

This release may contain certain forward-looking statements that involve risks and uncertainties. Forward-looking statements include, for example, the functionality, characteristics, quality and performance of KVH's products and technology; 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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