



DIRECTV Introduces New Programming Package for Cars, Vans and Sport Utility Vehicles

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More than 125 Channels Available for Passenger Vehicles Equipped with KVH TracVision A5 Satellite TV System; STARZ Premium Movie Service will Also be Available

LAS VEGAS--(BUSINESS WIRE)--Jan. 6, 2005-- DIRECTV, Inc., the nation's leading and fastest-growing digital television service provider, introduced today its new TOTAL CHOICE(R) Mobile programming package, and also announced that it will offer the STARZ Super Pak(R) premium movie channel package for the automotive marketplace. The TOTAL CHOICE Mobile package provides access to more than 125 channels of digital-quality video and commercial-free audio programming for customers using the TracVision A5 low-profile automotive satellite TV antenna from KVH Industries, Inc., (Nasdaq:KVHI). The STARZ Super Pak movie package, which will be available to TOTAL CHOICE Mobile customers early this year, offers 750 movies each month on 13 digital movie channels in a variety of genres from westerns to romance to mystery.

TOTAL CHOICE Mobile is DIRECTV's first subscription package developed specifically for use in passenger vehicles equipped with in-vehicle video screens. According to a 2003 report published by Frost & Sullivan, the market for vehicles equipped with video screens could exceed 18 million by 2008.

"The launch of TOTAL CHOICE Mobile programming and the future addition of the STARZ movie channels enables DIRECTV to take advantage of the growing opportunities in the automotive video marketplace," said Daren Benzi, vice president of Sales Development and Strategy, DIRECTV, Inc. "Consumers now have the opportunity to enjoy DIRECTV(R) programming not only in their homes, RVs, boats, and on planes, but also in their automobiles. TOTAL CHOICE Mobile and the KVH TracVision A5 antenna create a unique package that provides our customers with tremendous flexibility in where and when they can enjoy the highest quality digital satellite TV programming available."

The introduction of TOTAL CHOICE Mobile follows an agreement earlier this year between DIRECTV and KVH to cooperatively market live DIRECTV programming to cars. TOTAL CHOICE Mobile will be available to those customers purchasing a new TracVision A5 satellite TV system for their car. The TOTAL CHOICE Mobile package will be available to existing DIRECTV residential customers for \$4.99 per month, and for customers subscribing only to the mobile programming package, the price is \$39.99 per month.

Available at retailers nationwide, the ultra low-profile TracVision A5 satellite TV antenna uses KVH's hybrid phased-array antenna technology (patents pending) and is designed specifically for use in passenger vehicles. It is the only low-profile, in-motion satellite TV system for automobiles that is currently available to consumers in the United States.

"We are extremely pleased to be working with DIRECTV to bring TOTAL CHOICE Mobile and live DIRECTV programming to consumers virtually wherever they travel in the continental United States," said Martin Kits van Heyningen, KVH's president and chief executive officer. "By handling the initial account activation, KVH will offer a streamlined process for DIRECTV customers to purchase a TracVision A5 and activate the TOTAL CHOICE Mobile package. Getting the exciting digital satellite entertainment that consumers want while on the move has never been easier."

Passenger entertainment systems are now one of the most popular automotive accessories on the market. According to J.D. Power and Associates, among 2003 and early-release 2004 model vehicles, 28 percent of full-size SUVs, 20 percent of luxury SUVs and 24 percent of minivans have passenger entertainment systems. Roughly 50 percent of the owners of these vehicle classes want passenger entertainment in their next vehicle.

About KVH Industries, Inc.

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.

About Starz Entertainment Group

Starz Entertainment Group (SEG) is the largest provider of premium movie services in the United States with approximately 167 million pay units. SEG offerings include the Starz Super Pak(R), with up to 13 digital movie channels and more than 750 movies per month, Starz On Demand(R), the only on-demand pay TV subscription service available on the cable and satellite platforms, and its broadband equivalent, STARZ! Tickets(SM). SEG also offers a suite of advanced video offerings, including STARZ!

HD(SM), Encore HD(SM), and Starz On Demand HD(SM). Starz Entertainment Group is a wholly-owned subsidiary of Liberty Media Corporation (NYSE:L, LMCb), www.starz.com.

About DIRECTV, Inc.

DIRECTV is the nation's leading digital multichannel service provider with more than 13.5 million customers. DIRECTV, TOTAL CHOICE and the Cyclone Design logo are registered trademarks of DIRECTV, Inc., a unit of The DIRECTV Group, Inc. (NYSE:DTV) The DIRECTV Group is a world-leading provider of digital multichannel television entertainment, broadband satellite networks and services. The DIRECTV Group is 34 percent owned by Fox Entertainment Group, which is approximately 82 percent owned by News Corporation.

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