



Cadillac Displays KVH TracVision-equipped Escalade to Premier Dealers at Super Bowl

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2005 Cadillac Escalade ESV with TracVision Low-profile Satellite TV System Displayed as Ultimate Tailgating Vehicle During Press Event

MIDDLETOWN, R.I.--(BUSINESS WIRE)--Feb. 3, 2005-- It's the biggest game of the season, arguably the ultimate sporting, TV, and tailgating event in the world: Super Bowl XXXIX. It seems only fitting that Cadillac, maker of America's most luxurious automobiles, is showing off its own blend of luxury, tailgating, and television when it displays its ultimate tailgating vehicle - a TracVision(R) A5-equipped Cadillac Escalade ESV Platinum Edition sport utility vehicle - to more than 300 of its top dealers during press events and festivities prior to the big game in Jacksonville, Florida. Cadillac is giving the members of its "Standards of Excellence" premier dealer group a look at technology that has the potential to change what people see as the pinnacle of passenger entertainment, highlighting the combination of the TracVision A5 low-profile satellite TV system from KVH Industries, Inc., (Nasdaq: KVHI) and live DIRECTV(R) satellite TV service on the move as one of the most noticeable emerging technologies for cars.

According to John Howell, director of marketing for Cadillac's motorcar division, "Mobile satellite TV is a feature that we've been tracking for a long time but until the introduction of the TracVision A5, it had never been feasible for our customer base or vehicles. We're excited that KVH's system, together with DIRECTV's satellite TV service, is making it possible for us to showcase live in-vehicle programming to our customers at this event."

General Motors and Cadillac have been aware of the versatility and appeal of the TracVision A5 and DIRECTV's service for some time. In September 2004, General Motors identified the TracVision A5 as a "high-tech must-have" product for GM customers. The TracVision A5 was also featured in the GM booth at the SEMA Trade Show in November 2004, during which General Motors honored KVH and the TracVision A5 with its 2004 "Most Innovative Product Design" Award.

"We are extremely pleased to be working with Cadillac to promote the TracVision A5 to its elite dealers from around the United States," remarked Robert Riedford, KVH's director of business development (satellite products). "We recently attended the Consumer Electronics Show as well as the Detroit and Los Angeles auto shows. Every one of the vehicles we saw was equipped with video entertainment and navigation systems. Industry leaders like Cadillac understand the need to evaluate new concepts and technology that will allow them to differentiate their products in the marketplace. Live DIRECTV programming in the car via the TracVision A5 is certainly a powerful differentiator."

In September 2003, KVH changed the face of the automotive passenger entertainment market when it began shipping its low-profile TracVision(R) A5 satellite TV antenna to retailers and consumers across the country. The award-winning TracVision A5 opened the automotive market to mobile satellite TV service, allowing travelers to enjoy crystal-clear, digital-quality DIRECTV(R) programming on open roads across the U.S. KVH now offers an integrated solution that makes live satellite TV practical and affordable in cars through its hybrid phased-array antenna technology and the company's collaboration with DIRECTV, the leading satellite TV provider in North America.

Additional details about KVH's complete family of mobile satellite TV solutions are available at <http://www.tracvision.com>.

Note to editors - High-resolution images of KVH's satellite products are available at <http://www.kvh.com/mediasupport>.

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; anticipated innovation and product development; and customer preferences, requirements and expectations. The actual results realized by the company could differ materially from the statements made herein. Factors that might cause such differences include, but are not limited to: failure to develop and market products suitable for automotive manufacturer use; failure to gain the acceptance of or orders from automotive manufacturers for the TracVision A5; widespread consumer demand for satellite TV service in cars fails to develop; as well as those other factors 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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