

**FOR IMMEDIATE RELEASE**

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## **KVH TracVision A7's Live DIRECTV Service with Local Channels Gives Sports Fans the Ultimate Stadium Tailgate Experience**

***Sports Tailgaters Can Now Watch All Locally Televised Games (plus all Pre- and Post-game Commentary) in the Parking Lot – LIVE!***

MIDDLETOWN, RI – September 10, 2007 – KVH Industries, Inc., the company that pioneered live satellite TV in automobiles four years ago, is raising the bar on the at-stadium tailgate experience with its TracVision® A7 mobile satellite TV system. Now, sports fans across the continental United States can enjoy in-motion reception of all their favorite live sporting events on ABC, CBS, FOX, NBC, and PBS via their local TV affiliates in addition to the up to 185 channels of national DIRECTV® programming the company has been offering motorists since 2003. KVH's TracVision technology, plus other tailgating amenities, is featured on a new website, [www.hightechtailgating.com](http://www.hightechtailgating.com).

As pre- and post-game tailgating continues to grow in popularity, especially during the college and professional football seasons, the 5-inch high TracVision A7 has become standard equipment for the serious sports fan, delivering DIRECTV's all-digital programming service, stereo sound, and an unmatched variety of live game action directly on in-car video screens. As a result, tailgaters attending the big game no longer have to miss the other televised game action that day, or any of the pre- and post-game commentary.

“The TracVision A7 sets a new standard for the parking lot tailgating party by connecting mobile sports fans with all the locally televised games they want on video screens in the back seat and rear tailgate,” explained Martin Kits van Heyningen, KVH's president and chief executive officer. “Now, every game broadcast locally on a network TV affiliate is available in the car

thanks to TracVision A7's integrated GPS and an exclusive 12V mobile receiver that we developed in close cooperation with DIRECTV."

TracVision A7 includes a range of features, including:

- in-motion support for local channels within the customer's home designated market area (DMA), where available;
- exclusive, all-new 12V mobile receiver for DIRECTV service with GPS interface and onscreen messaging;
- integrated GPS, whisper-quiet motors, and superior reliability;
- multi-satellite capability allowing the antenna to switch among three DIRECTV satellites for an even broader selection of programming;
- enhanced tracking and signal recovery;
- a choice of high-gloss black or silver domes with automotive-grade finish; and
- new, easier installation options for a wider variety of vehicles.

The TracVision A7 uses KVH's patented hybrid phased-array antenna technology to offer the lowest profile in-motion satellite TV available and exclusive mobile access to local TV channels in areas served by DIRECTV's local programming broadcasts. Travelers will be able to watch the same network shows, news coverage, and sports that they enjoy at home, anywhere they travel within their home DMA. Once the vehicle travels outside the DMA, the TracVision A7's integrated GPS and 12V receiver automatically turn off the local channels in compliance with broadcast regulations while leaving DIRECTV's TOTAL CHOICE<sup>®</sup> MOBILE package of national channels and commercial-free music from XM Satellite Radio available for on-the-go entertainment.

"DIRECTV and KVH continue to innovate to serve the demand for mobile sports, entertainment and information services. With the TracVision A7, DIRECTV is now for the first time able to offer its customers their local broadcast channels on a DMA-by-DMA basis along with the wide array of other DIRECTV programming in all-digital quality picture and sound," said Daren A. Benzi, DIRECTV's vice president of sales development and strategy. "Our new receiver technology coupled with the TracVision A7 provides the mobile consumer with more choices and the local broadcaster with a new way to reach its loyal viewers in the in-vehicle entertainment market."

The TracVision A7 and availability of local channels to automotive customers also offers local television stations an opportunity to participate in the rapidly expanding live mobile media market, which has up to this point been dominated by national content providers.

TracVision A7 is available now through authorized retailers nationwide. To find a local dealer, visit <http://www.kvh.com/wheretobuy>.

For additional information about the KVH TracVision A7 and the DIRECTV TOTAL CHOICE MOBILE programming package, visit <http://www.tracvision.com>.

Note to Editors: High-resolution, press-ready images of the TracVision A7 are available for download and editorial use at <http://press.kvh.com>.

### **About KVH Industries, Inc.**

Middletown, RI-based KVH Industries, Inc. (Nasdaq: KVHI) is a leading provider of in-motion satellite TV and communication systems, having designed, manufactured, and sold more than 125,000 mobile satellite antennas for applications on boats, RVs, trucks, buses, and automobiles. Winner of the prestigious General Motors Innovative Design Award, CES Innovation Award, 22 National Marine Electronics Association “Industry Awards”, and a finalist for the *Automotive News* PACE Award, KVH’s mission is to connect mobile customers with the same digital television entertainment, communications, and Internet services that they enjoy in their home and offices.

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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 could differ. Factors that may cause such differences include, among others, the possibility that widespread consumer demand for satellite TV service in cars may fail to develop; our dependence on the availability of third-party satellites, which face significant operational risks and could fail earlier than their expected useful lives, for our mobile satellite communication services, as well as those discussed in KVH’s most recent Form 10-Q filed with the SEC. KVH does not assume any obligation to update its forward-looking statements to reflect new information or developments.

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