



## **The Bush Campaign and the Media Use KVH TracVision to Stay in Touch on the Road**

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### ***In-motion Satellite Systems from KVH Help Shorten News Cycle by Enabling Campaigns and Press to Make News and See it Live***

MIDDLETOWN, R.I.--(BUSINESS WIRE)--May 18, 2004--When President Bush's reelection campaign hit the road for a bus tour of the American heartland earlier this month, neither the President, members of the campaign, nor the news media traveling along could afford to be out of touch with breaking news, world events, or the activities of the competition, which is why their custom motor coaches were equipped with TracVision L3 satellite TV antennas and the TracNet(TM) Mobile High-speed Internet System from KVH Industries, Inc., (Nasdaq: KVHI). The award-winning TracVision systems offer complete in-motion access to satellite TV programming, including 24-hour news networks like CNN, Fox News, and MSNBC, ensuring that everyone traveling with the President could get all of the latest news and maybe a bit of entertainment as the vehicles made a campaign swing through four Midwestern states.

"The speed of political campaigns is increasing, with breaking news followed by immediate responses from the competition," observed Jim Dodez, KVH's vice president of marketing. "When a campaign or the media is on the road, they need to have access to all of that news from all of the same sources that they depend on in their offices. That's where KVH's TracVision and TracNet satellite systems come in. With TracVision, every TV on a motor coach can show a different satellite TV channel while our TracNet system offers two-way access to the Internet with broadband downloads, even as the vehicles are crisscrossing the country. TracVision and TracNet make it possible for campaigns and the press to make news, report it, and see it live on TV at the same time."

The KVH TracVision L3 is a fully automatic, in-motion antenna that delivers satellite television and audio from DIRECTV(R), the DISH Network(TM), or other high-powered satellite systems worldwide while the vehicle is both in motion and parked. Along with the TracVision L3, the press bus traveling with President Bush is equipped with KVH's TracNet Mobile High-speed Internet System. TracNet receives Internet downloads at speeds reaching 400 kilobits per second (Kbps) via the high-powered, mobile DirecPC(R) satellite service, available exclusively from KVH Industries.

The President's press pool is not the only media to make use of KVH's TracVision antennas. ABC News has also mobilized three campaign buses - known as "Red", "White", and "Blue" and leased from Nashville, TN-based Hemphill Brothers - to cover the 2004 Presidential election. The buses serve as mobile television and radio studios in which reports can be produced and filed and interviews can be conducted from remote locations. Each of three buses is equipped with KVH TracVision satellite TV systems, which allow the producers and reporters traveling aboard to watch ABC's own news shows as well as other programming virtually anywhere as they travel throughout the United States. In addition to the ABC News vehicles, Hemphill Brothers Coach Company also customized the vehicles used by President Bush and the press pool during the Midwest campaign swing.

Complete information regarding KVH's full line of award-winning in-motion satellite TV and Internet systems for RV, automobiles, and boats is available at [www.tracvision.com](http://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 military navigation 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; and customer preferences, requirements and expectations. The actual results could differ. Factors that may cause such differences include, among others, those discussed in KVH Industries' 2003 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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