

Baltimore No.1 NFL Tailgating City ~ September 10, 2007



By Anonymous

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MIDDLETOWN, R.I., Sept. 10 /PRNewswire/ -- Baltimore, a city esteemed for its crab houses, Inner Harbor, and home of one of the NFL's most rugged defenses, now has another claim to fame: it's the best football tailgating city in the United States. Runners-up were Denver, Houston, San Diego and Cincinnati.

After analyzing a host of criteria, including stadium parking lots, overall tailgating environment, tailgating-fan enthusiasm and the sales of tailgating accessories like in-car live TV systems and mobile programming, an alliance of tailgating experts has released for the first time the America's Best Football Tailgating Cities Index, a ranking of the "tailgating-friendliness" of the 31 U.S. cities with an NFL team plus NFL-hopeful Los Angeles.

The Index is a joint effort of KVH Industries, the leading manufacturer of live mobile satellite TV systems for cars, RVs and boats; DIRECTV, Inc., the nation's leading satellite TV service provider; and a group of tailgating experts who have personally visited and ranked every NFL stadium, including Joe Cahn, a nationally recognized authority on tailgating, and the creators of the "Ultimate Sports Road Trip."

Rounding out the top 10 were Miami (sixth), Tampa, Fla. (seventh), Kansas City, Mo. (eighth), Buffalo, N. Y. (ninth), and Philadelphia and Phoenix (tied for tenth). The complete 32-city ranking follows and is here at hightechtailgating.com.

"We've found tailgating to be one of the most popular applications of our TracVision(R) in-car satellite TV systems, which allow fans to watch DIRECTV(R) sports and other programming live in their boats, planes, and passenger vehicles," explained Jim Dodez, vice president of marketing and strategic development at KVH Industries. "As part of our ongoing marketing research, we developed a ranking of the best tailgating cities and decided to share it with the public. Certainly, the die-hard tailgating fans who go out of their way to follow their team deserve a little recognition."

The Index ranks the "tailgating-friendliness" of the 31 U.S. cities with an NFL franchise, and Los Angeles. Cities were ranked on the basis of the overall tailgating environment in each city, as measured by an evaluation of stadium parking lot sizes, fees, accessibility, hours of operation and special facilities and programs for tailgaters; the sale of DIRECTV(R) NFL SUNDAY TICKET(TM) packages and TracVision mobile satellite TV systems for cars and RVs by KVH Industries in 2006-2007; and tailgating impressions accumulated through personal visits to NFL and college football stadiums by Joe Cahn of www.tailgating.com, the self-proclaimed "Commissioner of Tailgating," and Andrew Kulyk and Peter Farrell of "The Ultimate Sports Road Trip" (www.thesportsroadtrip.com).

Baltimore's top ranking is attributed to its high scores in all four categories while Tampa, Miami and Buffalo benefited from high tailgating expert ratings, and superior stadium or parking facilities boosted Denver, Houston and Cincinnati. Ongoing construction of the Meadowlands Xanadu and Patriots Place projects limited the scores of New York and Boston, respectively, while parking or tailgating restrictions in Green Bay, Chicago, Detroit, and Seattle similarly affected their tailgating scores. In Los Angeles, the Los

Angeles Memorial Coliseum and Rose Bowl were used for evaluation.

"As the recognized leader in sports programming - airing an average of more than 3,000 sporting events every year - DIRECTV has its finger on the pulse of sports fans," said Daren Benzi, vice president of sales development and strategy for DIRECTV, Inc. "When you combine this commitment to sports programming with new mobile technology that brings live game action right into the car's back seat and rear tailgate, the result is the perfect stadium TV experience for tailgating fans."