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**LoJack Corporation and Farmers Insurance Form Strategic  
Marketing Alliance to Fight Vehicle Theft**

*Nationwide Program Offers Farmers Insurance Policyholders Incentives  
to Protect Their Vehicles*

**Westwood, MA - February 19, 2002** – LoJack Corporation (NASDAQ: LOJN), the acknowledged leader in global stolen vehicle recovery technology, and The Farmers Insurance Group of Companies (Farmers Insurance) today announced their strategic marketing alliance to co-market the LoJack stolen vehicle recovery system. Under the terms of the agreement, the two companies will work together to offer Farmers Insurance customers the LoJack System to reduce costs and property losses incurred due to vehicle theft.

Farmers Insurance is the first personal lines insurance company to join a growing list of insurers who are working with LoJack to reduce costs resulting from vehicle theft. As part of the agreement, Farmers Insurance customers will be offered incentives such as premium discounts and periodic special offers.

“Ever loyal to our millions of policyholders nationwide, we’re thrilled to be partnering with a company with as trusted a brand as LoJack,” said Bill Bowman, Vice President of Strategic Marketing, Farmers Insurance. “As we strive to offer our customers the very best in insurance programs, we’re proud to partner with LoJack to offer our customers The LoJack Stolen Vehicle Recovery System. We see it as another way to put our brand promise of getting our customers- and their cars - back where they belong into action.”

LoJack and Farmers Insurance will jointly promote the relationship through various forms of advertising-and via an agent referral program. After an initial pilot test marketing program, Farmers Insurance agents will be trained on vehicle theft issues and the benefits of the LoJack System to their customers. They will also be able to assist policyholders in obtaining LoJack Systems through this program.

“We are extremely excited to team with Farmers Insurance as it marks our first major personal lines insurance partnership,” said Donna Driscoll, vice president of global marketing, LoJack Corporation. “With vehicle theft on the rise, we’re committed to forging strong partnerships with insurance industry leaders, such as Farmers Insurance, to mitigate theft and costs incurred due to vehicle theft nationwide.”

#### About Farmers Insurance Group

Farmers Insurance Group of Companies® is the nation's third-largest personal lines property & casualty insurance group. Headquartered in Los Angeles and doing business in 41 states, the insurers comprising the Farmers Insurance Group of Companies provide home, auto, business, life insurance and financial services to more than 10 million households through 17,000 exclusive and independent agents and district managers. For more information about Farmers, visit our website at [www.farmers.com](http://www.farmers.com).

#### About LoJack

LoJack Corporation has been the recognized global leader in stolen vehicle recovery technology since 1987. In the U.S., its stolen vehicle recovery system, utilized by law enforcement agencies, has maintained more than a 90 percent successful recovery rate. The LoJack System operates coast-to-coast in 20 states and the District of Columbia, representing the areas of the country with the greatest population density, highest number of new vehicle sales and incidents of vehicle theft. In addition, LoJack is operated by law enforcement and security organizations in more than 20 countries in Europe, Africa, Asia and the Western Hemisphere.