



\*\*\*\*MEDIA ALERT\*\*\*\*

## NOVEMBER IS NATIONAL ALZHEIMER'S AWARENESS MONTH

### LOJACK SAFETYNET EDUCATIONAL PODCAST FEATURES PANEL OF EXPERTS ADDRESSING PATIENT AND CAREGIVER ISSUES

**What:** In recognition of November as National Alzheimer's Awareness Month, LoJack Corporation (NASDAQ: LOJN) has hosted an educational podcast (<http://blog.lojack.com/2009/10/30/lojack-safetynet-alzheimers-awareness-month.aspx>) that provides valuable information related to Alzheimer's including:

- The rising incidence of Alzheimer's in the U.S.
- Common day-to-day challenges faced by people with Alzheimer's and their caregivers
- Risks such as the common, yet life-threatening issue of wandering and steps caregivers can take to protect loved ones
- Advice for caregivers on building a strong support network
- Valuable resources for caregivers of those with Alzheimer's

**Who:** The podcast addressed these subject matters with a panel of experts, including:

- **Gerald Flaherty**, Vice President for Medical & Scientific Programs at the Massachusetts/New Hampshire Chapter of the national Alzheimer's Association, who has co-authored an award-winning book on dementia and wandering and a training guide for police on missing persons with dementia
- **Jill Gilbert**, Vice President at [Caring.com](http://Caring.com), the leading online destination for people caring for aging parents.
- **John Paul Marosy**, General Manager, LoJack SafetyNet, who is an innovator in elder care with a 30-year career that includes serving in executive positions with leading healthcare organizations, as well as authoring award-winning books on elder care issues.

#### **Background:**

The podcast is part of LoJack's educational efforts on issues related to cognitive conditions such as Alzheimer's disease and autism. LoJack recently launched a new system, LoJack SafetyNet, that works with Project Lifesaver and enables public safety agencies to track and rescue people at risk of wandering.

**Resources:**

[www.alz.org](http://www.alz.org)

[www.alz.org/manh/](http://www.alz.org/manh/)

[www.caring.com](http://www.caring.com)

<http://www.lojack.com/safetynet/pages/resources.aspx>

[www.projectlifesaver.org](http://www.projectlifesaver.org)

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