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**LOJACK HELPS CONSUMERS COMBAT VEHICLE THEFT WITH
“STREET SMARTS” EDUCATION PROGRAM**

***Availability of Educational Booklet and Online Knowledge Center Timed with
October National Crime Prevention Month***

Westwood, MA—October 8, 2003—LoJack Corporation (NASDAQ: LOJN), the leader in stolen vehicle recovery technology, today announced its “Street Smarts” consumer education program to help combat vehicle theft. The program, which is being launched concurrently with National Crime Prevention Month in October, is designed to provide consumers with valuable information both in print and online that will help them understand the “who, what, where” of auto theft and learn what they can do to protect their vehicle from this growing problem.

“We launched this educational effort as part of our commitment to being a valuable partner to consumers in the fight against vehicle theft,” said Donna Driscoll, vice president of global marketing at LoJack Corporation. “Our recent consumer omnibus survey revealed that there are a number of misconceptions about who’s behind auto theft and what it takes to protect vehicles from today’s sophisticated thieves. This program will provide consumers with information they need to protect their vehicle – and gain some peace of mind.”

As part of the “Street Smarts” education program, LoJack created an online Knowledge Center and one-of-a-kind educational booklet on vehicle theft protection. The Knowledge Center, which is part of the newly revamped LoJack website, delivers highly valuable information in an intuitive, easy-to-navigate manner. It can be accessed by going to www.lojack.com, and clicking on the “Get the Facts on Vehicle Theft” button. There, consumers can also download a copy of the “Street Smarts” booklet, which is a helpful, at-your-fingertips theft protection guide.

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"The Arizona Automobile Theft Authority strongly believes community education and public awareness are vital to combating vehicle theft. The AATA applauds LoJack's efforts in the area of vehicle theft prevention and promotion of a layered approach to protection," said Mikel Longman, AATA Executive Director.

The LoJack Stolen Vehicle Recovery System, the only system of its kind delivering a 90 percent success rate, is uniquely integrated into law enforcement agencies around the country that use LoJack's in-vehicle tracking equipment to recover stolen vehicles – typically within only a few hours. Unlike many competing products, LoJack systems do not involve “intermediaries” at call centers, who can interfere with the recovery process or even infringe on a vehicle owner's privacy rights. Rather, LoJack systems place recovery directly in the hands of law enforcement, which expedites the process and promotes success in vehicle recovery.

About LoJack Corporation

LoJack Corporation is the recognized world-leader in stolen vehicle recovery technology. In the U.S., its stolen vehicle recovery system, utilized by law enforcement agencies, has maintained more than a 90 percent successful recovery rate during the 16 years it has been available to the consumer. The LoJack System operates coast-to-coast in 21 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. Additionally, LoJack is operated by law enforcement and security organizations in more than 20 countries in Europe, Africa, Asia, and the Western Hemisphere.

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