



## NEWS RELEASE

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### **LOJACK LAUNCHES NEW SERVICES FOR DEALERS TO STREAMLINE SALES & INSTALLATION PROCESSES; ENHANCE CUSTOMER EDUCATION**

Westwood, MA – May 27, 2009 – LoJack Corporation (NASDAQ: LOJN), the premier worldwide provider of tracking and recovery systems, today announced it is offering a number of new services for auto dealerships, designed to streamline the sales and installation process of the company's time-tested stolen vehicle recovery systems and enhance the process of educating consumers.

“In these difficult times for auto dealerships, it is especially important for us to continue our commitment to make it as easy as possible for dealers to do business with LoJack and help dealers educate their customers on the value our systems deliver in protecting their vehicles against theft,” said Ronald V. Waters, LoJack President and Chief Executive Officer. “The combination of these new offerings will help make the sales, installation and education process more effective and efficient, ultimately enhancing the performance of the F&I function within dealerships around the country.”

#### ***LoJack Dealer Management Portal Streamlines Sales & Installation Process***

LoJack's new [dealer portal](#) is an easy-to-use, all-in-one dealer management tool that helps automotive dealerships to enhance the efficiency of selling, installing and invoicing for the LoJack Stolen Vehicle Recovery System. Specifically, the portal provides an easy and direct online ordering process for dealers selling LoJack's Systems for cars and trucks. With the click of a button, dealers can also automatically schedule the installation of the LoJack System and easily access current or past invoices as well as previous orders.

### ***LoJack Joins MenuVantage Provider Exchange Network***

The LoJack System will now be included in the MenuVantage Provider Exchange Network (PEN), a premier web-based menu selling system that offers performance benefits to the F&I function in automotive dealers, ensuring compliance and increased per unit profit. PEN streamlines and simplifies the F&I process by providing auto dealers with direct integration to products from more than 60 providers. The process now integrates the LoJack Stolen Vehicle Recovery System into the dealer menu, places new customer orders and schedules installation of LoJack products, keeping the submission process paperless and hassle-free.

### ***LoJack's New Microsite Educates Customers on the Benefits of Stolen Vehicle Recovery***

LoJack's [new microsite](#) provides a compelling and educational video overview of the many benefits offered by the LoJack Stolen Vehicle Recovery System. The video delivers messages about the serious problem of vehicle theft in an engaging, easy-to-view style. The site can be accessed online by dealers and the video can be added to a dealer's website. It also has been converted into a looped DVD that can be played in the dealer showrooms to educate customers about the System before they enter the F&I office. Offering four interactive tabs, the LoJack microsite informs consumers on the need for stolen vehicle recovery systems and the effectiveness of LoJack's offerings.

### ***About LoJack Corporation***

LoJack Corporation, the company that invented the stolen vehicle recovery market more than two decades ago, is the global leader in finding and recovering a wide range of mobile assets including cars, construction equipment and motorcycles—having recovered more than \$5 billion USD in stolen assets worldwide. In today's rapidly changing world, LoJack's core competencies are more valuable and more relevant than ever as they are now being applied into new areas, such as the prevention, detection and recovery of stolen cargo and finding and rescuing people with cognitive disorders such as Alzheimer's and autism. LoJack has the proven processes, ultimate technology for recovery—Radio Frequency—and unique integration with law enforcement agencies, making its offerings the most effective solutions that not only deliver a wide range of recoveries, but also enhance the safety of the public on a global level. LoJack's

Stolen Vehicle Recovery System operates in 27 states and the District of Columbia, and in more than 30 countries throughout North America, South America, Europe, Africa and Asia. For more information, visit [www.lojack.com](http://www.lojack.com).

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