

FOR IMMEDIATE RELEASE

MEDIA ADVISORY

**LOJACK HELPS TURN UP THE “H.E.A.T” WITH VALUABLE VEHICLE
THEFT PROTECTION INFORMATION**

Company Supports Governor Granholm’s Effort to Halt Vehicle Theft in Michigan

What: As part of Governor Jennifer Granholm’s “Turn Up the H.E.A.T. Week” (an auto theft prevention effort taking place in Michigan this week), LoJack Corporation (NASDAQ: LOJN), is offering residents easy-to-access, valuable information that outlines how people can keep their cars, trucks and motorcycles safe from today’s clever thieves.

Consumers can access the booklet “**Get in the Know,**” which details steps owners can take to protect their vehicles from theft. The booklet was developed jointly by LoJack and the National Insurance Crime Bureau (NICB) as the part of the organizations’ joint vehicle theft protection education program, which was launched earlier this year. To access the booklet, go to LoJack’s Knowledge Center at www.lojack.com/theftfacts, or go to NICB’s website at www.nicb.org and click on “Theft & Fraud Awareness.” Additional theft protection information is available on both sites.

When: **Turn Up the H.E.A.T is a vehicle theft protection effort taking place the Week of Oct. 22 in Michigan.**

Who: LoJack Corporation has a local expert on the subject of vehicle theft and vehicle theft protection who is available for an interview.

Contact: To arrange an interview or for more information, please contact Laura Feng at 978-975-1414.