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**LOJACK CORPORATION CONTINUES GLOBAL EXPANSION; ANNOUNCES
PLANS TO ENTER ITALY**

*Company Completes First Major Milestone to Offer Stolen Vehicle Recovery System,
Extending into Seventh European Country*

WESTWOOD, MA – September 16, 2004 – LoJack Corporation (NASDAQ: LOJN) announced today it has completed the first phase for offering its stolen vehicle recovery system in Italy. Working with The Ministry of Communications, LoJack has secured the rights to use a single radio frequency to operate its system throughout the country and has been awarded approval of its stolen vehicle recovery network. Initially, efforts will focus on the Rome region. This expansion will extend LoJack’s European stolen vehicle tracking and recovery network, which includes France, Germany, Spain, United Kingdom, Poland and Russia.

As part of the second phase, LoJack is currently working to secure an operating partner who will be responsible for marketing, sales and installation of the LoJack Stolen Vehicle Recovery System in Italy. The third phase entails completion of the network for operational readiness. Italy represents LoJack’s 27th international market.

In making the announcement, LoJack Chairman and CEO Ronald J. Rossi said, “We are very pleased about the prospect of adding Italy to our global stolen vehicle recovery network. Italy is the fourth largest auto market in Europe with 2 ½ million new cars sold each year, 200,000 vehicles stolen in 2003; only 44% recovered. We believe the Italian people will benefit greatly from our successful stolen vehicle recovery solution.”

Mr. Rossi continued, “Our entree into Italy, combined with the steps we have accomplished to expand into China and our recent acquisition of Canada’s Boomerang Tracking Inc., reinforce

LoJack's position as the premier global provider of stolen vehicle recovery solutions and accomplishes another objective in our strategy to grow our business through international expansion."

Powerful Technology and Proven Processes

LoJack delivers highly effective, tried-and-true, covert systems that have resulted in a 90 percent recovery success rate over the course of the past 18 years in the United States. LoJack is the only stolen vehicle recovery company to have direct integration with law enforcement agencies—especially throughout the United States. LoJack's Police Tracking Computers (PTCs) are actually installed in law enforcement vehicles, helicopters and fixed-wing aircraft.

As opposed to global positioning satellite technology the LoJack system is radio-frequency-based, which means that its signals can be tracked whether the vehicle is on the open road, in a concrete garage, under dense foliage or in a steel container. In the United States alone, the company has recovered more than 60,000 vehicles over the course of its 18-year history, with more than 100,000 vehicles recovered worldwide. Worldwide the recovered assets come to more than \$2 billion.

About LoJack Corporation

LoJack Corporation, the leading worldwide marketer of wireless tracking and recovery products and services, is the undisputed leader in global stolen vehicle recovery. Its 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 United States that use LoJack's in-vehicle tracking equipment to recover stolen vehicles – typically within only a few hours. The LoJack System operates coast-to-coast in the United States in 22 states and the District of Columbia, representing the areas with the greatest population density, highest number of new vehicle sales and incidents of vehicle theft. LoJack is also operated by law enforcement and security organizations in more than 25 countries in Europe, Africa, Asia, and the Western Hemisphere, while completing the initial steps to become operational in two others.

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