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**LOJACK OFFERS NEW TOTAL SOLUTION FOR CONSTRUCTION
EQUIPMENT ASSET MANAGEMENT AND THEFT PROTECTION**

LoCate + LoJack Offers Fleet Managers Powerful Solution to Control Their Business

LAS VEGAS, NV – January 22, 2008 – LoJack Corporation (NASDAQ: LOJN), the leading provider of recovery systems for construction equipment, cars, trucks and motorcycles, today at the World of Concrete announced the availability of a new comprehensive solution for fleet managers that layers asset management capabilities on top of LoJack’s time-tested stolen vehicle recovery system. This new offering delivers the industry’s most complete solution for both effectively managing assets to maximize operational efficiencies and drive profitability, as well as protecting equipment from the costly problem of theft.

“LoCate + LoJack is a truly powerful solution for fleet managers and construction equipment owners. It gives them unprecedented control over their valuable assets, maximizing the ROI on their equipment and enhancing business profitability. No other company offers a total solution that delivers the most desired asset management capabilities along with highly effective theft protection. Additionally, we’re offering LoCate + LoJack at a terrific price point, enabling fleet managers to control their assets with one cost-effective system,” said Ronald V. Waters, LoJack’s President and COO.

LOCATE + LOJACK FEATURES AND BENEFITS

LoJack’s New, Easy-to-Use Asset Management System

LoCate + LoJack features the company's new easy-to-use and straightforward asset management system, which is based on GPS technology. It is a ruggedized system

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designed for installation in 12 or 24-volt equipment.

Unlike competitive products, LoCate has no hidden costs for unnecessary features, activation, cables, or antennas. There are three simple monthly plans: Basic (40 transactions per month), Plus (100 transactions per month) and Premium (400 transactions per month).

The System includes key functions that enable fleet managers/equipment owners to readily analyze assets, enhancing the ROI on their equipment. Following are LoCate's features:

- **Location on Demand** – enables users to access real-time location of equipment via GPS data to manage equipment availability, secure accurate location for equipment pick-up and improve workforce productivity.
- **Geofencing** – enables users to set pre-defined radial boundaries around equipment and receive alerts if equipment exits the area. Allows users to minimize risk of loss due to unauthorized use, enforce restricted areas and be notified immediately of theft incidents.
- **Engine Hours** – provides users with daily engine hour data for more effective maintenance planning and customer billing. The feature improves planning and scheduling of preventative maintenance, ensures accurate billing, extends the life of your equipment, and avoids downtime due to engine failure.
- **Reporting** – system creates user-defined reports to track equipment utilization and maintenance scheduling. Allows users to analyze fleet and workforce

productivity, maximize equipment utilization, and get accurate, timely data to support key decisions regarding your fleet.

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LoCate + LoJack Also Includes the Industry's Most Effective Stolen Vehicle Recovery System

To deliver the industry's most complete and robust solution, LoJack coupled its new asset management offering with its world class stolen vehicle recovery system, which is the most effective and time-tested technology and processes for recovering stolen assets.

The LoJack System is based on Radio Frequency (RF) technology, proven to be the best technology for recovery and operates even if the asset is hidden in dense foliage, in a garage or in a steel container. RF offers unprecedented precision in "last mile" tracking of stolen items enabling police to pinpoint the precise location of a stolen vehicle.

Additionally, the System is directly integrated with law enforcement – LoJack's Police Tracking Computers are installed in police vehicles and aircraft and used to find and recover stolen assets equipped with the LoJack System.

Availability and Pricing

LoCate + LoJack is available immediately by calling 1-800-916-2556 and sells for \$995 for the combined asset management product and stolen vehicle recovery system. The System is installed onsite by LoJack's certified installation technicians. A demonstration is available at the World of Concrete at booth S13155. For more information, visit www.lojack.com.

About LoJack Corporation

LoJack Corporation, the company that invented the stolen vehicle recovery market two decades ago, is the undisputed global leader in recovering valuable mobile assets. The company's time-tested system is optimized for recovering stolen mobile assets through its proven Radio Frequency technology and unique integration with law enforcement agencies in the United States that use LoJack's in-vehicle tracking equipment to recover cars, trucks, commercial vehicles, construction equipment and motorcycles. The company's Stolen Vehicle Recovery System delivers a 90 percent success rate for cars

and trucks and has helped recover more than \$4 billion in stolen LoJack-equipped assets worldwide. Today LoJack operates in 26 states and the District of Columbia, and in more than 30 countries throughout North America, South America, Europe, Africa and Asia.

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