



**FOR IMMEDIATE RELEASE**

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## **VIA AND LOJACK LAUNCH NATIONAL INTEGRATED CAMPAIGN**

*Campaign is LoJack's most expansive to date composed of national television, print and extensive online elements*

**Portland, Maine, April 7, 2008**—The VIA Group announced today that it would launch a major national campaign for LoJack Corporation (NASDAQ: LOJN). The campaign broadens the scope of LoJack's marketing to date with the goal of increasing the relevance of the brand and driving interest and purchase. LoJack is the premier worldwide provider of wireless tracking and recovery systems for mobile assets and is the leader in global stolen vehicle recovery, with its unrivaled, proven solutions and direct integration with law enforcement. The campaign builds on LoJack's strong brand awareness while also speaking to the critical need for and benefits of owning a LoJack system.

The campaign includes national television, extensive digital and trade print elements. Five 15-second television spots will run on major cable networks including A&E, ESPN, FX, TBS, USA, the Weather Channel, Lifetime, Discovery and the Speed Channel. The emotive spots, directed by Ramaa Mosley, feature actors playing everyday individuals from across the country talking about their experiences with auto and motorcycle theft and LoJack's answer to their problems. Each spot is visited by the memorable narrator, played by actor Nick Kokotakis.

The digital element will feature flash, PointRoll® based banner executions, rich-media units and a custom microsite. The digital campaign drives home the message that automobile and motorcycle theft is a very real threat, and LoJack is the one guaranteed protection. Digital work will appear on a full spectrum of automobile and motorcycle sites targeting consumers as they research and review information about automobiles and motorcycles. Sites include autotrader.com, cars.com and motorcycle.com as well as a full complement of automobile and motorcycle lifestyle/general interest sites and portals including About Autos, AOL Autos, MSN Autos, Yahoo Autos and Traffic.com.

"The campaign will enable LoJack to create strong and relevant connections with consumers," said Paul McMahon, director of corporate communications, LoJack.

"LoJack's powerful brand is one of our company's greatest assets, and this campaign will leverage that asset to effectively strengthen our leadership position and increase consumer consideration of our products."

"Car buyers today have a false sense of protection," said Greg Smith, VIA's chief creative officer. "The threat of theft is very real and when it happens it is a traumatic experience. The campaign reaches people by touching on the emotions that are associated with theft and the security that is guaranteed with LoJack. LoJack has taken a strong leadership position with a far-reaching campaign that will appropriately impact consumers in an uncertain economy."

The campaign also includes print and online executions for LoJack's commercial construction product. Ads will run in key commercial trade publications and on trade Web sites. The creative is focused on the launch of LoJack's new fleet management system, LoCate by LoJack.

### **About LoJack Corporation**

LoJack Corporation, the company that invented the stolen vehicle recovery market more than 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.

### **About The VIA Group**

Founded in 1993, VIA is an agency with a long track record of helping companies grow by producing creative and effective marketing, branding and advertising programs. Current clients include Maidenform, TD Banknorth, News Corp., DuPont, HP Hood, Dunkin' Donuts, Colonial Life, Analog Devices, Silverstein Properties, and Guardian Industries, who are served from offices in Portland, Maine; Boston; and New York City. More information is available at [www.vianow.com](http://www.vianow.com).

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