



****MEDIA ALERT****

**TO PROTECT YOUR VEHICLE FROM HOLIDAY GRINCHES,
LOJACK OFFERS TIMELY THEFT PREVENTION TIPS**

Expert on Vehicle Theft Protection Available for Interviews

What: As shoppers are out in droves this holiday season checking off items from their Christmas lists, thieves are often doing a little “shopping” of their own. This time of year, vehicles are particularly vulnerable to theft, as thieves are on the lookout for “easy mark” cars to steal, especially those piled high with bags of newly purchased gifts. To help consumers protect themselves from theft this time of year, LoJack Corporation (NASDAQ: LOJN) is issuing vehicle theft protection recommendations. This effort is part of the company’s ongoing education program on vehicle theft prevention.

Who: Theft protection expert Patrick Clancy, Vice President of Law Enforcement for LoJack and retired law enforcement officer, is available for interviews and offers the following advice: *“Today’s clever thieves are particularly vigilant for thefts of opportunity, particularly during the holiday season. These thieves can not only drive away with your vehicle and newly purchased gifts, but your identity as well if you leave mail, bank statements or a purse/wallet in your vehicle. Some important common sense tips are to hide valuables from view, take personal information out of vehicles, and park in well lit, highly trafficked areas.”*

Tips: What Can Consumers Do to Keep Their Vehicles Safe This Holiday Season?

By combining common sense approaches, theft prevention devices and tracking/recovery systems, consumers *can* protect their vehicles from theft.

The first important step: *Use Common Sense Measures.* Don’t leave valuables/purchases visible in your car. Don’t leave personal information in your vehicle like bank statements, mail, or wallet/purse that could leave you vulnerable to identity theft. Park in a well lit and high trafficked area. Never leave keys in the car with the engine running (even to warm up the car or while you run a quick errand). Don’t hide a spare key in the vehicle. Close all windows and lock all doors when leaving your vehicle.

The second step: *Use Theft Prevention Products.* A thief is less inclined to steal your car if it has visible and audible warning devices like a wheel lock or alarm system. Immobilizers—which include smart keys, kill switches and fuel cut-off devices—offer another means of protection.

The third step: *Use a Tracking and Recovery System.* Since thieves can typically disarm most theft prevention devices, recovery systems provide the peace of mind that you’ll get your car back -- often quickly -- in the event it is stolen. The most effective systems are directly integrated into law enforcement, use Radio Frequency technology, which has proven to be optimal for recovering stolen cars and motorcycles, and are covert so they cannot be disengaged.

For more information on theft prevention, please visit LoJack's Knowledge Center for Vehicle Security at www.lojack.com/theftfacts. To arrange an interview with Patrick Clancy, please contact the following:

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