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LOJACK RELEASES FIRST EDUCATIONAL PODCAST

Company Broadens Education Initiative with New Tool for Younger Audiences

Westwood, MA—March 1, 2007—Auto theft continues to be a troublesome issue in the U.S. with one vehicle stolen every 26 seconds. LoJack Corporation (NASDAQ GS: LOJN), the company that created the stolen vehicle recovery market two decades ago and leads the market on a global scale today, launched the first in a series of educational podcasts on the subject of auto theft prevention. This initiative, which is aimed at the younger driving public, is an expansion of LoJack’s ongoing education program that includes surveys, annual theft studies, seminars and booklets – all designed to help the public protect valuable mobile assets from theft.

To listen to the LoJack podcast, go to: www.lojack.com and click on the “Get the Facts on Vehicle Theft” button to enter the Knowledge Center for Vehicle Security.

The Knowledge Center is an area of LoJack’s website dedicated to public education that houses a variety of information including fast facts, recent studies, surveys, statistics, protection tips, as well as a series of original booklets designed to help people understand the “who, what, where” of auto, motorcycle and construction equipment theft.

In its initial podcast broadcast today, a former state trooper who is currently one of LoJack’s Law Enforcement Liaisons, discusses how to protect vehicles from theft with a first-time car owner and fellow LoJack employee whose friend has recently been a victim of auto theft.

“Our goal is to educate young car owners about the reality of auto theft—who the thieves are, what types of autos they steal, and most importantly, what can be done to protect their vehicles,” said D.J. Thompson, LoJack Law Enforcement Manager, Eastern Region. “We want to arm everyone—but especially this segment of the car-buying population—with the understanding that anyone can be the victim of vehicle theft. Providing consumers with this type of information is another example of how LoJack is empowering consumers to fight back against the professional thieves who are responsible for most vehicle theft.”

About LoJack Corporation

LoJack Corporation, the company that invented the stolen vehicle recovery market two decades ago, is the undisputed global leader in tracking and 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 better than 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 28 countries throughout Europe, Africa, Latin America and Asia.

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