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\FOR IMMEDIATE RELEASE\

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LOJACK CORP TO PRESENT AT INVESTOR CONFERENCES HOSTED BY NEEDHAM & CO.

IN NEW YORK AND SIDOTI & CO. IN FLORIDA IN JANUARY

Westwood, MA. Jan. 6 --LoJack Corporation (NASDAQ NMS: "LOJN"), the leading provider of tracking and recovery systems for stolen mobile assets, announced today that Joseph F. Abely, Chief Executive Officer, will deliver presentations at the Needham & Company, LLC, Growth Conference on January 10 at 3PM EST at the New York Palace Hotel in New York, NY and the Sidoti & Company, LLC, Emerging Growth Institutional Investor Forum on January 17 at the Ritz-Carlton in Palm Beach, FL.

The Needham & Company, LLC Growth Conference will be webcast and can be accessed through the investor relations page at www.lojack.com.

The Sidoti & Company, LLC Emerging Growth Institutional Investor Forum presentation may be accessed on the investor relations page at www.lojack.com.

About LoJack

LoJack Corporation, the premier worldwide marketer of wireless tracking and recovery systems for valuable mobile assets, is the undisputed leader in global stolen vehicle recovery. Its Stolen Vehicle Recovery System delivers a better than 90% success rate and has helped recover more than \$3 billion in global stolen assets. The system is uniquely integrated into law enforcement agencies in the United States that use LoJack's in-vehicle tracking equipment to recover stolen assets, including cars, trucks, commercial vehicles, construction equipment and motorcycles. LoJack operates in 24 states and the District of Columbia, representing areas of the country with the greatest population density, and highest number of new vehicle sales and incidence of vehicle theft. In addition, LoJack technology is utilized by law enforcement and security organizations in more than 25 countries throughout Europe, Africa and Latin America. Boomerang Tracking, Inc., the dominant marketer of stolen vehicle recovery technology in Canada operates as a wholly owned subsidiary of LoJack Corporation.

From time to time, information provided by the company or statements made by its employees may contain "forward-looking" information, which involve risks and uncertainties. Any statements in this news release that are not statements of historical fact are forward-looking statements (including, but not limited to, statements concerning the characteristics and growth of the company's market and customers, the company's objectives and plans for future operations and products and the company's expected liquidity and capital resources). Such forward-looking statements are based on a number of assumptions and involve a number of risks and uncertainties, and accordingly, actual results could differ materially.

Factors that may cause such differences include, but are not limited to: the continued and future acceptance of the company's products and services; the effectiveness of the company's marketing initiatives; the rate of growth in the industries of the company's customers; the presence of competitors with greater technical, marketing, and financial resources; the company's ability to promptly and effectively respond to technological change to meet evolving customer needs; the extent of the company's use of third party installers and distributors; capacity and supply constraints or difficulties; the company's ability to successfully expand its operations and changes in general economic or geopolitical conditions. For a further discussion of these and other significant factors to consider in connection with forward-looking statements concerning the company, reference is made to the company's Annual Report on Form 10-K for the year ended December 31, 2004.

The company undertakes no obligation to release publicly the result of any revision to the forward-looking statements that may be made to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

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