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**LOJACK CORPORATION APPOINTS DONNA DRISCOLL VICE
PRESIDENT/GENERAL MANAGER OF NEW BUSINESS LINES**

*Charter is to Leverage LoJack's Core Competencies in Tracking/Recovering Stolen
Mobile Assets for Expansion into New Channels*

Westwood, MA – February 18, 2005 -- LoJack Corporation (NASDAQ NMS: LOJN), the premier worldwide marketer of wireless security and location products for recovering stolen mobile assets, today announced the appointment of Donna Driscoll to Vice President and General Manager of New Business Lines. Driscoll, who has been with LoJack since 2001, will focus on expanding LoJack's business by identifying, developing and managing new channels, leveraging both LoJack's strong brand and expertise in tracking and recovering mobile assets. One of Driscoll's initial charters is to manage the growth and development of the motorcycle channel – a market LoJack just entered with its February introduction of LoJack For Motorcycles.

LoJack's CEO Joseph F. Abely said, "As we look to the company's future, it is clear that our dominant brand coupled with our core strengths of direct connections with law enforcement, superior technology and proven processes for tracking and recovering assets present us with growth opportunities that go beyond the automotive channel. It is equally clear that Donna Driscoll's expertise in marketing and product development make her the right person to spearhead the important job of introducing innovative applications of LoJack's technologies into new channels."

Ms. Driscoll, who joined LoJack as Vice President of Global Marketing four years ago, has been responsible for the introduction of LoJack Early Warning and LoJack For Motorcycles, for leading the company's integrated marketing efforts to raise the visibility

of the LoJack brand and make it highly relevant to the market it serves, and for chairing LoJack's first Global Marketing Advisory Council.

Prior to joining LoJack, Ms. Driscoll was Chief Marketing Officer for Roxy.com. She spent the first 13 years of her career with consumer product companies, including General Foods and Cadbury Schweppes; held marketing positions at several financial services firms, including Fidelity Investments and AT&T Capital Corporation; and was Senior Vice President of Corporate Marketing for Citigroup.

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 \$2 billion in global 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 22 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.

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