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**LOJACK ESTABLISHES “TRAIN THE TRAINERS” SALES PROGRAM TO
EXPAND DEALER EDUCATION**

Appoints New National Director of Sales Training & Development to Lead Initiative

Westwood, MA —December 21, 2004—LoJack Corporation (NASDAQ: LOJN), the premier worldwide marketer of wireless tracking and recovery products, today announced the formation of a “Train the Trainers” program and appointed Anthony Farina National Director of Sales & Training to spearhead this critical initiative. The program, which is an extension of the LoJack University training initiative, offers valuable new tools and information that instruct LoJack sales representatives to, in turn, coach dealers on using a transparent, educational and information-rich approach to selling LoJack products.

With more than 15 years in the automotive business, Farina brings to LoJack an in-depth understanding of automotive dealerships, the role of aftermarket products in that channel, and of educational selling. One of the key initial projects Farina will lead is the introduction of a new, interactive CD and companion hard-copy guide that teaches dealers how to use an educational, full disclosure approach to selling LoJack products.

“LoJack University is another important element of LoJack’s ongoing commitment to ensure its stolen vehicle recovery systems are sold through an informative, transparent approach,” said Joseph F. Abely, president and COO, LoJack Corporation. “This effort benefits two critical audiences: dealers, who can enhance their customer satisfaction index and increase their per vehicle revenue through adopting an educational sales approach to selling quality, branded, compliant products; and consumers, who will learn

more about auto theft and how to protect their vehicle through the use of proven solutions with documented success rates.”

Abely added, “We are pleased to have someone of Anthony’s caliber lead this effort. The combination of his extensive experience in the dealer channel and his knowledge of educational selling give him the right background to make this program a success.”

About Anthony Farina

Farina brings highly relevant experience to LoJack, having worked in the automotive industry for more than 15 years at some of the nation’s largest dealer groups. Prior to joining LoJack, Farina was the regional finance director for Sonic Automotive, where he managed some of the organization’s top producing regions. While there, Farina also hired, trained, motivated and held the staff accountable for the highest degree of compliance and ethics. He instituted all product rollouts within the organization, as well as produced and instructed the Sonic menu training seminars for regional directors and finance managers throughout the organization. Prior to that, Farina was the finance director for AutoNation. Previously, he was a general manager for Fletcher Jones Group.

About LoJack Corporation

LoJack Corporation, the leading worldwide marketer of wireless security and location products and services, is the undisputed leader in global stolen vehicle recovery. The LoJack System operates coast-to-coast in 22 states and the District of Columbia, representing the areas with the greatest population density, highest number of new vehicle sales and incidents of vehicle theft. LoJack is also operated by law enforcement and security organizations in more than 25 countries in Europe, Africa, Asia, and the Western Hemisphere.

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