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**LOJACK CORPORATION ANNOUNCES “TEEN SMARTS” GUIDE TO HELP
NEW DRIVERS WITH PERSONAL SAFETY & VEHICLE SECURITY**

*Expands LoJack’s Education Initiative; Adds Teen Focus to Company’s Online
Knowledge Center for Vehicle Security*

WESTWOOD, MA – August 1, 2006 –LoJack Corporation (NASDAQ:LOJN) today unveiled the newest addition to its education initiative, “Teen Smarts,” a quick-read guide designed to provide new drivers with important information to keep themselves and their passengers safe, while at the same time protect their vehicles from theft. The effort is an expansion of LoJack’s ongoing education initiative, which includes booklets, surveys, statistics and seminars on theft protection for cars, construction equipment and motorcycles – all housed on the company’s online Knowledge Center for Vehicle Security.

“Teen Smarts” comes on the heels of a study on teen driving commissioned by the National Highway Traffic Safety Administration, which is focusing national attention on the many issues surrounding teen driving, including fatal crashes involving young drivers and teen driving restrictions.

“Getting a driver’s license is one of the most exciting milestones in a teen’s life and is also a time that demands an entirely new level of responsibility,” said Richard T. Riley, LoJack Corporation’s President and COO. “That’s why LoJack developed its ‘Teen Smarts’ booklet, which includes important reminders on personal safety behind the wheel, as well as information on how to keep your vehicle safe from today’s sophisticated thieves. The booklet leverages the experience we’ve gained over our 20 years in business. It’s also a helpful tool for parents to give to their new teenage drivers.”

“Teen Smarts” provides eye-opening information about issues new drivers need to know, including facts such as:

- Approximately two-thirds of teens killed in vehicle crashes were not wearing seatbelts
- About 44% of all teen deaths were attributed to vehicle crashes
- In the US alone, one vehicle is stolen every 25.5 seconds
- Auto theft costs the public more than \$7.6 billion annually in lost assets

The Knowledge Center for Vehicle Security: An Education Destination

The booklet, the fourth in the series, is part of LoJack’s education initiative and featured in the Knowledge Center for Vehicle Security section of LoJack’s website. LoJack also offers “Bike Smarts,” which is designed for motorcycle enthusiasts; “Site Smarts,” which addresses protection of commercial equipment; and the original “Street Smarts,” geared for drivers of any age. All of the booklets are available for downloading. Along with the booklets, the Knowledge Center for Vehicle Security provides Fast Facts, Surveys, Studies & Stats, and Tips & Tools. To access the Knowledge Center, go to www.lojack.com and click on the box entitled “Get the Facts on Vehicle Theft.”

About LoJack Corporation

LoJack Corporation, the company that invented the stolen vehicle recovery market, leverages its superior technology, direct connection with law enforcement and proven processes to be the undisputed global leader in tracking and recovering valuable mobile assets. The company’s Stolen Vehicle Recovery System delivers a better than 90 percent success rate in tracking and recovering stolen cars and trucks and has helped recover more than \$3 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. Today LoJack operates in 26 states and the District of Columbia, and in more than 27 countries throughout Europe, Africa, Latin America and Asia.

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