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LOJACK CORPORATION INTRODUCES NEXT GENERATION RUGGEDIZED STOLEN VEHICLE RECOVERY SYSTEM

New System Delivers Enhanced Theft Protection for Heavy/Construction Equipment

WESTWOOD, MA—June 30, 2004—LoJack Corporation (NASDAQ: LOJN), the premier worldwide marketer of wireless security and location products and services, today introduced a new version of its Ruggedized LoJack System, which is designed specifically for the recovery of stolen heavy/commercial equipment.

This next generation Ruggedized LoJack System features an internal antenna, transmitter/receiver and back-up battery housed in a self-contained, one-piece unit that increases its mounting location options and provides easier concealment—making it even less likely for thieves to discover its presence. Additionally, the system offers an advanced power management system, which further minimizes power consumption making the system even more robust. Tested to meet Society of Automotive Engineers (SAE) design standards for heavy duty vehicles, the sealed housing is water, dust and chemical resistant, enabling it to handle the tough environments found in heavy truck, off-road and construction applications. As with the original Ruggedized LoJack System, the new unit is able to withstand vibration and shock encountered in an active worksite.

According to Joseph F. Abely, LoJack Corporation president and COO, “Each week, more than 500 pieces of heavy/construction equipment are stolen in the US, adding up to more than \$1 billion dollars per year. Our newest Ruggedized LoJack System delivers enhanced theft protection systems that enable police to track and recover stolen equipment—often within hours—to help minimize lost revenue from equipment

replacement costs, rental costs, crew and vehicle downtime and potential contract penalties.”

The benefits of the Ruggedized LoJack System extend beyond equipment recovery for fleet owners, equipment rental companies and contracting firms alike:

- **Minimized Project Downtime:** Most recoveries take place within one day—many within just a few hours
- **Decreased Insurance Costs:** A LoJack-equipped fleet can often help decrease the cost of fleet insurance coverage
- **A 30-day Guarantee:** If LoJack-installed equipment is not recovered within thirty days, the company will replace the LoJack unit free of charge

How Ruggedized LoJack Works

The Ruggedized LoJack System employs the same radio frequency technology used in the time-tested LoJack Stolen Vehicle Recovery System, which has maintained more than a ninety percent successful recovery rate during the eighteen years it has been on the market. Certified technicians install the LoJack system covertly in one of many possible locations on an individual piece of equipment. There is no external antenna or aerial to give away its presence or location. The system is powered by the equipment’s electrical system with an additional backup battery.

If a piece of heavy equipment installed with LoJack is stolen, the owner files a stolen vehicle report with the police to automatically begin the activation process. A silent radio signal is sent directly to the equipment to activate the hidden LoJack transponder. Unlike GPS-based solutions, LoJack’s radio frequency signals can penetrate dense trees, underground locations, garages and other obstructions like steel shipping containers.

The silent radio frequency signal is picked up by LoJack Police Tracking Computers (PTCs) that are actually installed in law enforcement vehicles (police cruisers and aviation units), enabling them to track and recover the stolen vehicle. The signals pinpoint the location and lead police to a rapid recovery.

To purchase the Ruggedized LoJack System directly or to find the location of the nearest dealer, customers should call LoJack at 1-877-775-6522 or visit LoJack online at www.lojack.com. Manufacturer's Suggested Retail Price (MSRP) for the Ruggedized LoJack System is \$795 with fleet pricing available.

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. Its stolen vehicle recovery system, the only system of its kind delivering a 90 percent success rate, is uniquely integrated into law enforcement agencies around the country that use LoJack's in-vehicle tracking equipment to recover stolen vehicles – typically within only a few hours. LoJack systems place recovery directly in the hands of law enforcement, which expedites and promotes success in 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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