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**LOJACK AND PROJECT LIFESAVER EXPAND SEARCH & RESCUE SOLUTION INTO NEW HAMPSHIRE**

*Salem Police Department Provided with Equipment, Training, Certification and Support to Help Those with Cognitive Conditions Who Wander*

*Project Lifesaver and LoJack SafetyNet Now Available in 45 States*

WESTWOOD, MA – October 14, 2009 —The Project Lifesaver Program and the LoJack SafetyNet System have expanded into New Hampshire, their 45<sup>th</sup> state, according to an announcement made today by Project Lifesaver International and LoJack Corporation (NASDAQ: LOJN). This tracking and rescue solution, which is now available in Salem, NH and used by the Salem Police Department, offers public safety agencies the necessary training, technology and procedures to enable the successful rescue of people with cognitive conditions – such as Alzheimer’s and autism – who wander or otherwise become lost.

As part of its commitment to protecting people at risk of wandering, LoJack has provided Radio Frequency-based LoJack SafetyNet Search and Rescue receivers at no cost to the Salem Police Department.

Project Lifesaver International, a non-profit organization that specializes in electronic search and rescue (SAR) programs, conducted in-depth training and provided certification to the Salem Police Department in late September. Their training includes teaching public safety officials how to use the LoJack SafetyNet System and how to gain the trust of and communicate with people at risk who wander, as well as to ensure that

caregivers are well versed in the program – all of which are essential to a successful rescue.

“We are excited about this partnership with Project Lifesaver and LoJack SafetyNet,” said William J. Ganley III, Deputy Chief, Salem Police Department. “This will allow our police department to be proactive, rather than reactive in dealing with this critical need in our community. Thanks to donations from community groups like Kiwanis, we can better serve the people who need our help the most.”

“We are pleased to bring the service to this community as it provides invaluable protection to those with cognitive conditions, peace of mind to caregivers and a highly effective solution to public safety agencies responsible for rescuing those in need,” said John Paul Marosy, General Manager, LoJack SafetyNet. “Wandering is one of the most life threatening issues associated with Alzheimer’s, autism and other cognitive conditions. Working together with Project Lifesaver, we help search and rescue squads quickly and efficiently find those who have wandered off, helping to save the lives and reduce potential injury of people at risk in this community.”

### ***How it Works***

Clients enrolled in the program will wear a LoJack SafetyNet Personal Locator Unit typically on their wrist or ankle. The Personal Locator Unit constantly emits a Radio Frequency signal, which can be tracked regardless of where the person has wandered—even into a densely wooded area, a marsh, a concrete structure such as a garage, or a building constructed with steel. When a client goes missing, caregivers notify Project Lifesaver trained agencies and they are dispatched to the wanderer’s area with their portable, handheld LoJack SafetyNet Search and Rescue receivers. The receiver can actually detect the Radio Frequency signal from the Personal Locator Unit within a range of approximately one mile in on-the-ground searches and 5-7 miles in searches by helicopter.

In order to further assist police in the search and rescue process, LoJack manages a secure database of key information about those enrolled in the program, which includes a recent photo and insight as to where a missing person might have wandered. The company also provides 24/7 emergency caregiver support that is available by phone and e-mail.

This service is available immediately in Salem. There is a \$99 initial enrollment fee and a recurring \$30 monthly service charge for clients. Families and caregivers can enroll their loved ones by contacting the Salem Police Department at (603) 890-2319 or visiting <https://www.lojacksafetynet.com/Enroll>.

***About Project Lifesaver International***

Established in 1999, Project Lifesaver International (PLI) is a non-profit organization that is committed to helping families quickly find their loved ones who wander because of Alzheimer's, Down syndrome, dementia, and autism. Headquartered in Chesapeake, Va., Project Lifesaver works with local law enforcement agencies in more than 1,000 communities in 45 states, the District of Columbia and Canada to protect some of society's most vulnerable citizens. PLI provides training and support to all agencies and continues to work with organizations on education and awareness regarding the issue of wandering. Visit [www.projectlifesaver.org](http://www.projectlifesaver.org).

***About LoJack Corporation***

LoJack Corporation, the company that invented the stolen vehicle recovery market more than two decades ago, is the global leader in finding and recovering a wide range of mobile assets including cars, construction equipment and motorcycles. In today's rapidly changing world, LoJack's core competencies are more valuable and more relevant than ever as they are now being applied into new areas, such as the prevention, detection and recovery of stolen cargo and finding and rescuing people with cognitive disorders such as Alzheimer's and autism. LoJack has the proven processes, ultimate technology for recovery—Radio Frequency—and unique integration with law enforcement agencies, making its offerings the most effective solutions that not only deliver a wide range of recoveries, but also enhance the safety of the public on a global level. Visit [www.lojack.com](http://www.lojack.com).

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