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LOJACK & NICB KICK OFF SECOND ANNUAL VEHICLE THEFT PROTECTION EDUCATION INITIATIVE

*Organizations Conduct Law Enforcement Survey that Indicates Down Economy is an
Increasing Factor Behind Vehicle Theft;*

*July (One of the Highest Vehicle Theft Months of the Year) is
“National Vehicle Theft Protection Month”*

WESTWOOD, MA – June 25, 2008 –The recent economic downturn appears to be an increasing factor behind vehicle theft, according to a survey of law enforcement professionals conducted by [LoJack Corporation](#) (NASDAQ: LOJN) and the [National Insurance Crime Bureau](#) (NICB), two leading authorities on vehicle theft protection. The Convenience Sample survey was conducted as part of LoJack and NICB’s second annual vehicle theft protection education initiative, which includes designating July (one of the highest vehicle theft months of the year) “National Vehicle Theft Protection Month.”

According to the survey, nearly 70 percent of law enforcement professionals who responded indicated that today’s challenging economy appears to be an increasing dynamic contributing to vehicle theft. Those who said they were witnessing a rise in stolen vehicle activity as a result of the economy cited fraud (including identity theft, smart key duplication, demolition, insurance fraud), the theft of specific makes and models—especially SUVs, and theft for scrap metal as underlying reasons. A full 76 percent of respondents indicated that chop shops, which are run by professional thieves, were a key factor in driving vehicle theft overall.

Also of note, a majority of the law enforcement professionals (59 percent) surveyed believe consumers do not take the right precautions to keep their vehicles safe from theft. Below are the top four mistakes consumers make that leave their vehicles vulnerable to theft, according to the survey:

- Leave valuables inside the car in plain view
- Leave the vehicle running unattended
- Leave the windows down or vehicle doors unlocked when parked
- Leave keys inside the vehicle or on the vehicle

“As this survey points out, law enforcement considers today’s challenging economy an increasing problem in vehicle theft and that consumers need to learn to keep their vehicles safe from today’s professional thieves,” said Patrick Clancy, Vice President of Law Enforcement, LoJack Corporation. “As vehicle theft heats up in July and August -- with summer drive vacations on the calendars of millions of Americans -- consumers need to be particularly vigilant about keeping their vehicles safe. That is why we are kicking off our education effort now. We want to remind drivers to make sure they hide their luggage, GPS navigation systems and other valuable items; to not leave the car running unattended to cool down; and to never leave a spare key in or on the vehicle. Those are just a few of the many informative tips we are highlighting as part of this education program.”

“When vehicle owners are armed with the knowledge of how to protect their vehicles and the valuables inside, they make it much more difficult for professional thieves—who are responsible for most vehicle theft—to steal their car or its contents,” said Robert Bryant, President and Chief Executive Officer, NICB. “That’s why we believe this education initiative is so important. We want consumers to understand that for professional thieves, vehicle theft is a high reward—and at times low risk—crime. But, it’s the vehicle owners who pay the price.”

LoJack/NICB Vehicle Theft Protection Program

Now in its second year, LoJack and NICB's Vehicle Theft Protection Program is an education initiative designed to help owners of cars, motorcycles, construction equipment and commercial vehicles better understand how to protect their assets from theft. As part of this effort, the two organizations designated July, one of the highest vehicle theft months of the year, "National Vehicle Theft Protection Month." The program also includes informative surveys, seminars, and educational information, such as a booklet entitled "Get in the Know," which details the steps owners can take to protect their vehicles from theft. To access the booklet and other information, visit LoJack's Knowledge Center at www.lojack.com/knowledge or NICB's website at www.nicb.org and click on "Theft & Fraud Awareness."

About the Survey

This Convenience Sample survey was conducted in May 2008 at regional auto theft investigation conferences, monthly auto theft task force meetings and as part of LoJack's ongoing communications with law enforcement. This survey questionnaire was completed by 162 law enforcement professionals based in 14 states throughout the United States. They include police officers, district attorneys, members of the Department of Justice, and members of auto theft task forces.

About NICB

The National Insurance Crime Bureau is the nation's premier not-for-profit organization dedicated exclusively to preventing, detecting and defeating insurance fraud and vehicle theft through information analysis, investigations, training and public awareness. Visit www.nicb.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 recovering valuable mobile assets. The company's time-tested system is optimized for recovering stolen mobile assets through its proven Radio Frequency technology and unique integration with law enforcement agencies in the United States that use LoJack's in-vehicle tracking equipment to recover cars, trucks, commercial vehicles, construction equipment and motorcycles. The company's Stolen Vehicle Recovery

System delivers a 90 percent success rate for cars and trucks and has helped recover more than \$4 billion in stolen LoJack-equipped assets worldwide. Today, LoJack operates in 26 states and the District of Columbia, and in more than 30 countries throughout North America, South America, Europe, Africa and Asia. Visit www.lojack.com

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