



LOJACK CORPORATION (NASDAQ NMS: "LOJN")

CONFERENCE CALL ANNOUNCEMENT – 1Q04 RESULTS

Tuesday, May 11, 2004 9:00 A.M. EDT

You are cordially invited to participate in a conference call to review LoJack Corporation's results for the first quarter ended March 31, 2004. The conference call will be held on Tuesday, May 11 at 9 A.M. EDT. The results will be announced on Tuesday, May 11 at 7:00 A.M. EDT.

Ronald J. Rossi, Chief Executive Officer, Joseph F. Abely, President, and Keith E. Farris, Chief Financial Officer will present the company's results and will also be available on the call for questions. Prepared remarks will take approximately 15 minutes and will be followed by a question and answer period.

If you wish to participate in the conference call, please dial 1-888-338-2139 shortly before 9:00 A.M. on May 11. There is no password to access the call.

Note: A PostView of the conference call will be available from May 11, 2004 beginning at 12:00 P.M. EDT until May 18 at 5:00 P.M. EDT. To access PostView: call 1-800-633-8284 and enter reservation number #21194827 . There is no password.

The conference call will also be web cast on PR Newswire at: <http://www.firstcallevts.com/service/ajwz406193090gf12.html> or access it at www.lojack.com click "About LoJack Corporation," click "Investor Relations," click "Earnings Conference Call Webcast."