



CONTACTS:

Paul McMahon
LoJack Corporation
781-251-4130 (office)
781-910-0904 (cell)

Tier One Partners
Jeanne Bock
781-861-5249
Laura Feng
978-975-1414

For Investor Relations:
John Swanson
516-671-8582

**LOJACK CORPORATION AWARDED RADIO FREQUENCY RIGHTS FOR ITS
STOLEN VEHICLE RECOVERY SYSTEM IN CHINA**

Company Completes First Major Milestone for Entering Beijing Market

WESTWOOD, MA – July 6, 2004 – LoJack Corporation (NASDAQ: LOJN) announced today it has secured the rights to use a single national radio frequency to operate its stolen vehicle recovery network in the People’s Republic of China. The company also reported that it has received approval of the LoJack product and system from the Ministry of Public Security’s Quality Testing Center for Security and Police Electronic Products. The Ministry of Public Security continues to offer support and cooperation to launch the LoJack System in China. This marks the completion of the first phase necessary for entering the Beijing, China market, which represents the 26th international market for LoJack Corporation.

The next phase involves securing a licensee who will establish the local operating company and work on the development of the local infrastructure. The final phase entails completing the network for operational readiness.

In making the announcement, Ronald J. Rossi, LoJack chairman said, “We have pursued expansion into China for more than two years. Clearly China represents a tremendous opportunity. In a city with almost two million privately owned passenger vehicles, and automobile production in China skyrocketing, Beijing is a prime target for rising vehicle theft—and hence a potentially important market for LoJack’s Stolen Vehicle Recovery System.”

Powerful Technology and Proven Processes

LoJack delivers highly effective, tried-and-true, covert systems that have resulted in a 90 percent recovery success rate over the course of the past 18 years in the United States. LoJack is the only stolen vehicle recovery company to have direct integration with law enforcement agencies—especially throughout the United States. LoJack’s Police Tracking Computers (PTCs) are actually installed in law enforcement vehicles, helicopters and fixed-wing aircraft.

As opposed to global positioning satellite technology the LoJack system is radio-frequency-based, which means that its signals can be tracked whether the vehicle is on the open road, in a concrete garage, under dense foliage or in a steel container. In the United States alone, the company has recovered more than 60,000 vehicles over the course of its 18-year history, with more than 100,000 vehicles recovered worldwide. Worldwide the recovered assets come to more than \$2 billion.

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 United States that use LoJack’s in-vehicle tracking equipment to recover stolen vehicles – typically within only a few hours. The LoJack System operates coast-to-coast in the United States 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.

###