



Recovery vs Location – Opportunities and Challenges

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LoJack Corporation

- Leading Global Provider of Stolen Vehicle Recovery
- Deliver 90% Success Rate
- Sold in 26 U.S. States and District of Columbia and more than 30 Countries Internationally
- Installed Base of More than 7 Million Units
- More Than \$4 Billion in Assets Recovered Globally
 - Over 200,000 vehicles
- NASDAQ: LOJN



Core Strengths

- Police Integration & Relationship
- Radio Frequency Technology
- Strong Brand



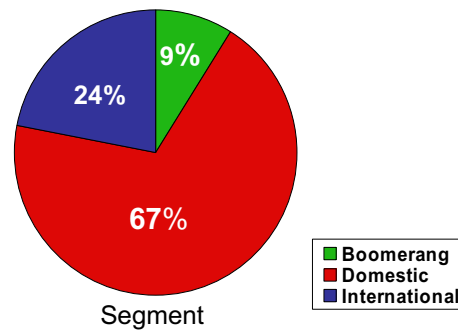
LoJack Confidential



Business Segments

- Domestic
 - Automotive Dealers
 - Construction
 - Motorcycle
 - Licensing Agreements
 - i.e. LoJack for Laptops
- Boomerang
 - Insurance
 - Automotive Dealers
- International
 - Licensees
 - Limited Investment
 - Owned & Operated

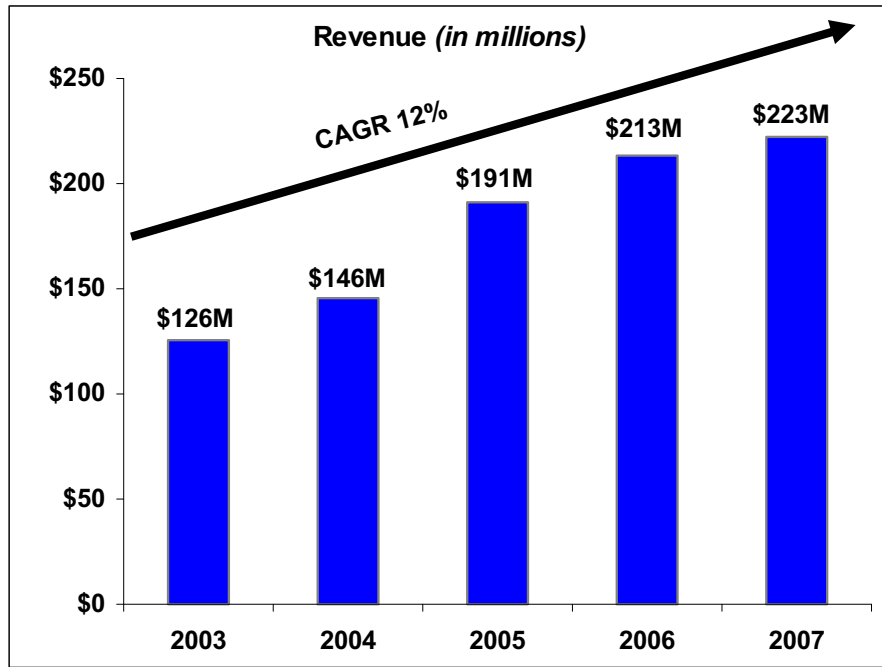
Consolidate Revenue
Year Ended 2007



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Historical Revenue Growth

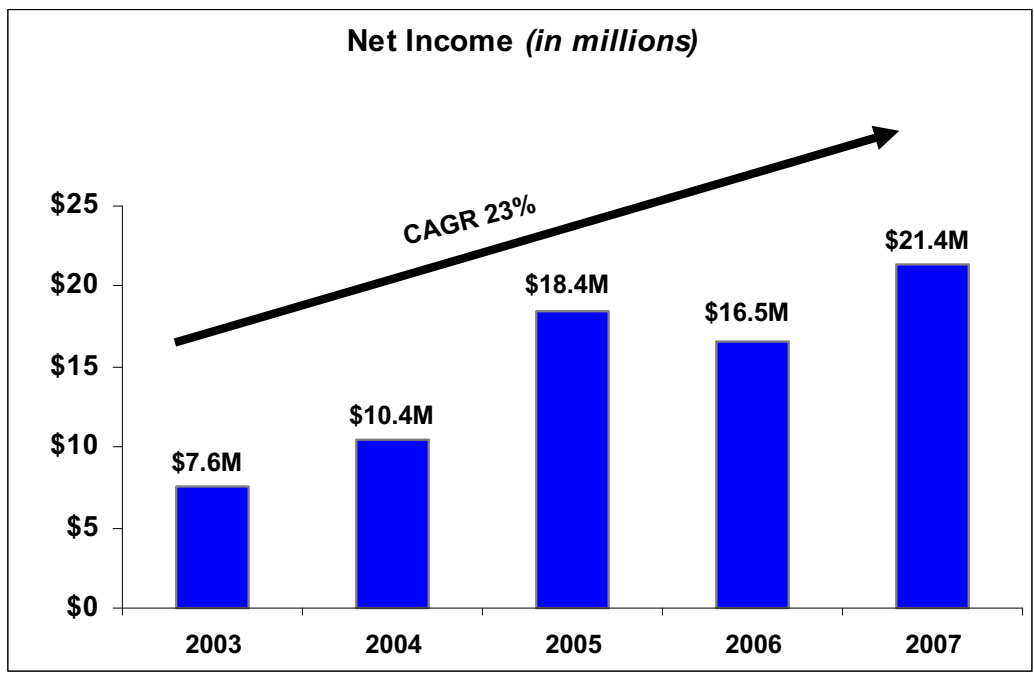


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GET IT BACK WITH

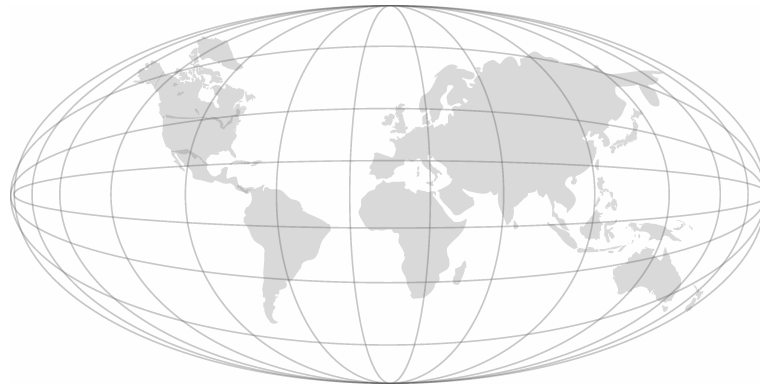


Historical Net Income (GAAP)



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- *To own finding and recovering valuable mobile assets through:*
 - *Development of innovative technology that leverages our law enforcement relationship*
 - *Growth of existing businesses and*
 - *Expansion into new markets*



- Recovery \neq Location
- We are in the business of getting things back – not just locating
 - Police use LoJack to recover (i.e. get back) stolen cars and restore it to the rightful owner, whereas OnStar provides stolen vehicle location assistance
- LoJack was recovering stolen cars long before GPS became commercially available and long before cell phones were everywhere
- Customers are willing to pay for recovering their lost / stolen / missing valuables and assets

1. Small
2. Self-powered
3. Intelligent power management / long battery life
4. Covert operation
5. Orientation-proof
6. Location redundancy
7. Wide area coverage
8. Low Latency
9. Amenable to many form factors