



**ITURAN LOCATION AND CONTROL LTD.  
FIRST QUARTER 2009 RESULTS RELEASE AND CONFERENCE CALL  
SCHEDULED FOR MONDAY, MAY 18, 2009**

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*Conference Call Scheduled at 10.00am EDT*

**AZOUR, Israel – April 27, 2009** – Ituran Location and Control Ltd. (NASDAQ: ITRN , TASE: ITRN), announced that it will be releasing its first quarter 2009 results on Monday, May 18, 2009, before the US market opens.

The Company will also be hosting a conference call later that same day at 10am Eastern Time. On the call, management will review and discuss the results, and will be available to answer investor questions.

To participate, call one of the following teleconferencing numbers. Please begin placing your calls at least 10 minutes before the conference call commences. If you are unable to connect using the toll-free numbers, please try the international dial-in number.

**US Dial-in Number: 1 888 723 3163**  
**ISRAEL Dial-in Number: 03 918 0664**  
**CANADA Dial-in Number: 1 866 958 6867**  
**INTERNATIONAL Dial-in Number: +972 3 918 0664**

**At:**

**10:00am Eastern Time, 7:00am Pacific Time, 5:00pm Israel Time**

For those unable to listen to the live call, a replay of the call will be available from the day after the call in the investor relations section of Ituran's website, at: [www.ituran.com](http://www.ituran.com)

### **About Ituran**

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Ituran provides location-based services, consisting predominantly of stolen vehicle recovery and tracking services, as well as wireless communications products used in connection with its location-based services and various other applications. Ituran offers mobile asset location, Stolen Vehicle Recovery, management & control services for vehicles, cargo and personal security. Ituran's subscriber base has been growing significantly since the Company's inception to over 511,000 subscribers distributed globally. Established in 1995, Ituran has approximately 1100 employees worldwide, provides its location based services and has a market leading position in Israel, Brazil, Argentina and the United States.

For more information, please visit Ituran's website, at: [www.ituran.com](http://www.ituran.com)

### **Company Contact**

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### **International Investor Relations**

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**Investor Relations in Israel**

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