

Tracker

A BOOMERANG TRACKING CUSTOMER NEWSLETTER ◀

TOP10RECOVERIES

AS AT DECEMBER 31 2002

- 1) DODGE CARAVAN
- 2) JEEP GRAND CHEROKEE
- 3) ACURA INTEGRA
- 4) DODGE DURANGO
- 5) DODGE RAM
- 6) FORD F350
- 7) CASE 580
- 8) GMC SIERRA
- 9) HONDA CIVIC
- 10) FORD F250

BOOMRECOVERIES

PERIOD ▶ JUNE 1 TO DECEMBER 31 2002

VEHICLES	421
VALUE*	\$ 18,342,556
INCIDENTAL VALUE	\$ 2,805,920
TOTAL VALUE RECOVERED	\$ 21,148,476

INCEPTION TO DECEMBER 31 2002

VEHICLES	2,137
VALUE	\$102,630,998
INCIDENTAL VALUE	\$ 6,111,010
TOTAL VALUE RECOVERED	\$108,742,008

* All values shown above are approximate.

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SPEAKER'S CORNER



André Boulay
Vice-President, Technology
Boomerang Tracking Inc.

THE FAST TRACK TO RECOVERY

Four men force an unsuspecting driver from his vehicle at gunpoint. As the carjackers flee the scene, the victim immediately contacts Boomerang Tracking. We recover the stolen vehicle, leading to the arrest of four carjackers – within about 45 minutes.

This is a true story. Luckily, nobody was hurt and the vehicle was recovered undamaged. Ever wonder how we do it? Let's just say that there's much more to a Boomerang® Tracking System than the remote hardware unit attached to your vehicle. The real heart of our devices – and our Company, for that matter – are the tracking professionals standing by to locate and recover your vehicle every second of the day, anywhere in North America.

IN-HOUSE, ON-THE-ROAD TRACKING

With Boomerang Tracking, you benefit from something no other vehicle tracking company possesses – an in-house tracking team. This is the foundation of our vehicle tracking excellence. Unlike other companies, our people don't just sit in front of a radar screen to track vehicles. Quite the contrary.

Here's a quick review of the tracking procedure in case of vehicle theft:

- You notify Boomerang Tracking about the theft.
- We dispatch the nearest in-house tracking team.

- You call law enforcement authorities to obtain a report number.
- Our in-house tracking team pinpoints the vehicle (within 3 feet of its location), then contacts local authorities to recover it. This normally occurs in about one hour.
- We contact you upon the recovery of your vehicle.
- Our in-house tracking team remains at the recovery site until local authorities arrive.

For customers with a Boomerang2™ device, we follow the same procedure. The only difference is that you don't have to notify us about the theft; the Boomerang2 device does it for you, automatically sending a signal to our tracking team. The benefits of equipping your vehicle with a Boomerang or Boomerang2 device include:

- Rapid response to theft
- Likelihood of no vehicle damage
- Increased peace of mind

A SOLID "TRACK" RECORD AHEAD

Despite an average of over \$100,000 in recoveries every day, Boomerang Tracking has refused to rest on its laurels. Recently, we upgraded our tracking services with the creation of a client-focused "security force". These tracking support professionals act as intermediaries between Boomerang Tracking, our in-house tracking team and you. Why? To keep you fully informed throughout the tracking process. This is just the beginning.



Being a Canadian leader in asset tracking devices is no easy feat in the face of today's vehicle theft epidemic. Yet, this is exactly what Boomerang Tracking is doing – with our solid "track" record and the unwavering commitment of our in-house tracking team.

BOOMERANG TRACKING HAS WHAT NO OTHER COMPANY POSSESSES – AN IN-HOUSE TRACKING TEAM STANDING BY TO LOCATE AND RECOVER YOUR VEHICLE EVERY SECOND OF THE DAY.

CELLULARVS.GPS:

C L E A R I N G U P T H E C O N F U S I O N

The following table identifies the major points illustrating the superiority of Boomerang Tracking's cellular technology over GPS and GPS-cellular technology for stolen vehicle recovery:

	 BOOMERANG® TRACKING SYSTEM (CELLULAR TECHNOLOGY)	 OTHER TRACKING DEVICES (GPS / GPS-CELLULAR)
SIGNAL STRENGTH	<ul style="list-style-type: none"> The only vehicle tracking system using the cellular network Designed solely for the purpose of tracking stolen vehicles Requires only one cellular tower to locate a vehicle If necessary, the cellular signal can be simulated for tracking stolen vehicles located underground or in a remote geographical area 	<ul style="list-style-type: none"> Does not use the cellular network to track stolen vehicles Designed for fleet management, navigational and roadside assistance A clear signal is required from at least three satellites in order to locate the vehicle Signal strength must be very strong in order to make contact with the satellite
SERVICES PROVIDED	<ul style="list-style-type: none"> Emergency central and tracking team offer quick and effective service 24 hours a day Detailed analysis of every stolen vehicle, providing support to insurance companies Ongoing training and certification of all installers ensure quality installations Instant theft notification (Boomerang2™ device only) 	<ul style="list-style-type: none"> In general, a call center is available without tracking services n.a. n.a. Instant theft notification is not a standard feature
EFFECTIVENESS OF THE SYSTEMS FOR THE PURPOSE OF STOLEN VEHICLE RECOVERY	<ul style="list-style-type: none"> Very difficult to locate the device as it can be hidden in many different undisclosed locations Back-up battery is standard with all units 	<ul style="list-style-type: none"> Antenna and device are easy to locate and disable, rendering the system ineffective No back-up battery is provided in most cases

This bi-annual publication for Boomerang Tracking clients is an official Boomerang Tracking newsletter. This newsletter may be distributed to clients and potential clients of Boomerang Tracking as well as at various Boomerang Tracking conferences, events and shows.

Boomerang Tracking Inc. assembles, markets and distributes the Boomerang® Tracking System, a proprietary product using technology patented by the Company. The Boomerang® and Boomerang2™ devices are the central devices in a cellular-based asset tracking system utilizing the wireless systems of major regional telecommunications companies. The Boomerang Tracking System is capable of locating stolen automobiles, heavy equipment and valuable objects. Members of the insurance industry endorse the Company's proven recovery record. The Boomerang Tracking System is installed through a network of authorized dealers located throughout the provinces of Quebec, Ontario and British Columbia. The Company's head office, research and development, production and corporate installation facilities are located in Montreal, Quebec. Boomerang is a registered trademark and Boomerang2 is a trademark of Boomerang Tracking Inc. The shares of Boomerang Tracking Inc. trade on The Toronto Stock Exchange under the symbol BMG.

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WWW.BOOMERANGTRACKING.COM

CONTACT INFO

CUSTOMER SERVICE

info@boomerangtracking.com
T 1.877.777.8722

INFORMATION ON RECENT TRACKS

To quickly get vital recovery data, contact Jean Lalonde at 514.234.8722 (extension 230). You may also write to: tracking@boomerangtracking.com

MARKETING MATERIAL

marketing@boomerangtracking.com

BOOMERANG TRACKING INC.

Head Office & Service Centre

9280 de l'Acadie Boulevard
Montreal, Quebec H4N 3C5
T 514.234.8722 or 1.877.777.8722
F 514.234.3050 or 1.888.234.8641

SERVICE CENTRE

Montreal

5935 des Grandes Prairies Boulevard
St. Leonard, Quebec H1P 1A5
T 514.326.8722
F 514.326.1194

BRANCH SALES OFFICE

1510 Drew Road, Unit 15
Mississauga, Ontario L5S 1W7
T 1.877.777.8722
F 1.888.234.8641

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Kindly direct all suggestions, comments and subscription requests to the marketing department at:

Boomerang Tracking Inc.
9280 de l'Acadie Boulevard
Montreal, Quebec H4N 3C5
Canada

marketing@boomerangtracking.com

T 514.234.8722
T 1.877.777.8722
F 514.385.4719