





The Boomerang® Tracking System: Today's vehicle tracking solution

Thank you for your interest in the Boomerang® Tracking System, the central device in a wireless-based asset tracking system utilizing the wireless networks of major regional telecommunications companies.

The Boomerang Tracking System offers a seamless solution to the ever-growing concern for the protection and recovery of stolen vehicles, heavy equipment, marine equipment and other valuable assets. Capable of locating a vehicle within three feet of its actual location, it is the most effective and cost-efficient vehicle recovery solution available.

As a result, the system has received widespread endorsement by members of the insurance industry and law enforcement community.

Please find enclosed a complete media kit for your perusal. Should you require additional information, please do not hesitate to contact me. I look forward to hearing from you.

Best regards,

A handwritten signature in black ink, appearing to read "Serge Laporte". The signature is fluid and cursive.

Serge Laporte

Vice President, Sales and Business Development





Boomerang Tracking Inc.

Founded in 1995 and a public company since 1999, Boomerang Tracking Inc. (TSX: BMG) markets and distributes the Boomerang® tracking devices, proprietary products using technology patented by the Company.

Capable of locating stolen automobiles, heavy equipment and valuable assets, the Boomerang Tracking System offers a seamless solution to the ever growing concern for the protection and recovery of stolen assets.

The Boomerang and Boomerang2™ units are the central devices in this asset tracking system, which utilizes the wireless systems of major telecommunications companies. A third-generation Boomerang device operating on the GSM (Global System for Mobile Communications) platform will soon be launched in California.

The Boomerang tracking devices are available and installed through a network of corporate-managed service centers and authorized dealers located throughout the provinces of Quebec and Ontario. The Company's head office, research and development, and corporate installation facilities are located in Montreal, Quebec, with regional facilities located in Mississauga, Ontario and Orange County, California.

To date, the Boomerang Tracking System has led to the recovery of thousands of stolen assets, representing a value of hundreds of millions of dollars, including incidental recoveries. The Company's proven track record has received endorsement by members of the insurance industry and law enforcement authorities.





The Boomerang Tracking System at a glance: Everything you need to know...

Versatile Solution

- Boomerang® – Our original stolen vehicle recovery device
- Boomerang2™ – Featuring Automatic Theft Notification
- Water-Resistant Boomerang® – For marinecraft (over 25' in length) [Read more](#)
- Portable Boomerang® – For cargo and various portable equipment [Read more](#)

Cost Effective Service

- The most effective vehicle recovery solution starting at less than \$0.30 a day¹

Non-Restrictive Technology

- The only vehicle tracking system using the wireless network
- 24/7 tracking capabilities across North America
- Can track stolen vehicles located in underground parking garages as well as in shipping containers
- Can track stolen vehicles up to 3 feet of their actual location

Professionally Installed

- Unit is installed by certified technicians
- Unit can be installed in many different undisclosed locations
- Unit is installed in about an hour

Efficient

- The device is functional upon installation
- Recoveries by our in-house tracking team, typically within one hour
- Back-up battery included, allowing the unit to function for several days after a car's battery is disconnected

Recognized Solution

- Most Canadian insurance companies offer Boomerang device owners discounts on insurance premiums
- In some cases, the device is recommended or mandated for certain high-risk or high-value vehicles
- Supported by law enforcement authorities

Flexible Solution

- Unit is transferable from one vehicle to another
- Unit is transferable from one owner to another
- Unit is difficult to detect

¹ Based on the purchase of a Boomerang® 3 or 4 year service plan. Price of device is excluded. Price does not include taxes.



The Boomerang® tracking device: Your solution for tracking stolen property

Vehicle theft can equate to expensive deductibles, rising insurance premiums, and production down-time costs. The Boomerang tracking device provides an **excellent solution** to all of these problems.

With tracking capabilities **24/7 across North America** by an **in-house tracking team**, the Boomerang tracking device provides consumers with the most effective vehicle recovery solution on the market.

Utilizing the **wireless networks** of major carriers, it is the only solution designed exclusively for the recovery of stolen vehicles. Unlike GPS and GPS-wireless-based systems, the Boomerang device can successfully track stolen vehicles located in underground parking lots, indoor garages, and in shipping containers.

In addition, the device has received widespread recognition and support by most national insurance companies and the law enforcement community.

Here's how it works

In the event of a theft, the customer must immediately contact Boomerang Tracking's emergency central hot line to initiate tracking by the Boomerang Tracking team. After locating the stolen vehicle, typically in about an hour, law enforcement authorities will be notified who will, in turn, notify the customer.

Conclusion

Providing an **excellent quality-price ratio**, the Boomerang device offers customers **peace of mind** and security knowing that our in-house team is standing by to protect their assets every second of the day.

For more information on the Boomerang® Tracking device, [click here](#)



Boomerang2™: The proactive solution

In response to a growing demand for a more sophisticated **proactive tracking device**, Boomerang Tracking developed the Boomerang2 device. In addition to all the benefits of the original Boomerang device, this second-generation device offers an **automatic theft notification** feature that automatically sends a signal to notify our Central of any unauthorized vehicle movement, dramatically reducing the response time of our in-house tracking team.

The Boomerang2 tracking device offers clients the assurance that there will be an **immediate response to the theft** of their vehicle and that our in-house team will commence tracking the vehicle, in some cases, before they are even aware of the theft. It is particularly ideal for business people who must leave their **vehicles unattended in public areas**, such as airport parking lots, for **extended periods of time**. Rapid recoveries (typically within one hour) also mean less chances of damage to the vehicle and the likely return of all personal items.

Here's how it works

Upon installation of the Boomerang2 device, the client will receive two intelligent **keychain transponders**, one of which must be kept with their keys at all times. If the vehicle becomes mobile without the presence of this transponder, the Boomerang2 device will **automatically notify** the **Boomerang Tracking Central**, who will immediately start tracking the stolen vehicle.

Keychain transponder



Conclusion

With the automatic theft notification feature, consumers can be assured of **24-hour peace of mind** and security knowing that their vehicle is protected by the Boomerang2 tracking device.

For more information on the Boomerang2™ Tracking device, [click here](#)

Insurance Alliances

QUEBEC

- Allianz Canada
- Allstate Insurance Companies of Canada
- Aviva Canada Ltd. (includes Elite Insurance Company, Scottish & York Insurance Co. Ltd., Traders General Insurance Company)
- AXA
- Belair Insurance Company Inc.
- Canadian Union Insurance Company
- Chubb Insurance Company of Canada
- CNA Canada
- Federation Insurance Company of Canada
- ING The Commerce Group Insurance Company
- ING Wellington
- Jevco Insurance Company
- Kingsway General Insurance Company
- L'Unique Insurance
- Groupe Desjardins, assurances générales
- Groupe Estrie-Richelieu, compagnie d'assurance
- Liberty Mutual Group
- Lloyds Canada (Crowe Overseas Service Ltd.)
- Lombard Canada
- Marine Expert

- MCA Yacht
- Meloche Monnex - Security National Insurance Company
- National Bank General Insurance
- Optimum General Insurance
- PAFCO General Insurance
- Promutuel
- Royal & Sunalliance
- SSQ General Insurance
- TD Insurance Home and Auto - Primum Insurance Company
- The Citadelle Assurance
- The Guarantee Company of North America
- The Missisquoi Insurance Company
- Zurich Canada

ONTARIO

- Ace INA Insurance
- Allianz Canada
- AXA
- CNA, Canadian Operations
- AVIVA Canada Inc. (incluant Compagnie d'assurances Elite, General Accident Group (Canada) Ltée., Compagnie d'assurance Scottish & York Ltée., Traders Générale, Compagnie d'assurances, Ontario Insurance Service Ltée)
- Chubb Insurance Company of Canada
- Dominion of Canada
- Federation Insurance Company of Canada
- ING - Halifax
- ING - Wellington
- Lombard Canada (heavy equipment only)
- Marine Expert
- Meloche Monnex®
- Sovereign General Insurance Company
- St-Paul Fire and Marine Insurance
- The Economical Insurance Group (incluant Hartford Insurance)
- The Guarantee Company of North America
- Zurich Canada (incluant Preeminence of Zurich)



Company Officers

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