

Tracker

A BOOMERANG TRACKING CUSTOMER NEWSLETTER ◀

TOP10RECOVERIES

AS AT JUNE 30 2003

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

BOOMRECOVERIES

PERIOD ▶ JAN 1 2003 TO JUNE 30 2003

VEHICLES	440
VALUE*	\$ 18,457,796
INCIDENTAL VALUE	\$ 1,869,880
TOTAL VALUE RECOVERED	\$ 20,327,676

INCEPTION TO JUNE 30 2003

VEHICLES	2,557
VALUE	\$ 121,088,794
INCIDENTAL VALUE	\$ 7,980,890
TOTAL VALUE RECOVERED	\$ 129,069,684

* All values shown above are approximate.

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SPEAKER'S CORNER



Yves-Martin Leroux
Supervisor, Customer Service
Boomerang Tracking Inc.

CONSTANTLY EVOLVING

In the fast paced world of tracking stolen assets, not only is our tracking team on the move...every department at Boomerang Tracking is constantly evolving to meet our clients needs – both today and tomorrow.

To meet your needs and respond to ever-changing market trends, we have been very busy over the past few months on many fronts. Specifically:

- Launch of our new extended warranty
- Introduction of our replacement voucher

A NEW FIVE-YEAR EXTENDED WARRANTY

To enhance our service to you, our customers, we launched a new five-year extended warranty program – effective May 1, 2003. Now every Boomerang and Boomerang2 client will have five years of warranty service coverage for their device. What does this mean?

- Peace of mind (no more worries about any unplanned repair expenses)
- Significant cost-savings

That's why we have incorporated this additional advantage into our service fee structure. From May 1 onwards, all Boomerang and

Boomerang2 device owners benefit from the new 5-year warranty. Should any unit need service or replacement during the 5-year term, both parts and labor are covered!

What's more, this rate increase does not affect the fees associated with the renewal of a three- or four-year service agreement.

Effective May 1, our service fees include costs related to our new five-year extended warranty and the general increase in telecommunication charges.

FLEXIBLE, CONVENIENT REINSTALLATION

Recently, we also introduced the Boomerang Tracking Replacement Voucher.

It's main benefit? Providing you with greater flexibility when you temporarily remove your Boomerang® or Boomerang2™ unit.

Who benefits? Anyone who removes their Boomerang unit for a minimum of three months – and intends to reinstall it within 12 months. Talk about value, flexibility and convenience.

How does the Replacement Voucher work? It's simple, actually. This new service is available at every Boomerang Tracking Authorized Dealer. The Voucher entitles you to receive a new unit within 12 months of the original Boomerang device's removal date – free of charge.

BOOMERANG TRACKING IS COMMITTED TO DEVELOPING NEW PROGRAMS AND SERVICES TO MEET OUR CLIENTS EVOLVING NEEDS.

MOVING THIS SUMMER?

If so, it is important to let us know! Having an up-to-date address allows us to contact you and ensure that your vehicle's protection is never interrupted. You can contact us at **1.877.777.8722** or **info@boomerangtracking.com**.

TRACKINGTALE:

A MANHATTAN MYSTERY À LA BOOMERANG

THE CRIME

When the call came from a vacationing Boomerang client our tracking team knew it had a Manhattan mystery on our hands. The evidence? An ominous empty space where (Steven (not his real name) had parked his 1997 GMC Suburban at the corner of 2nd avenue and 83rd street.

THE TRACK

After Steven frantically contacted Boomerang Tracking, an initial location was identified in the New York City area. A tracking team, of course, was dispatched to Manhattan, where the track continued on the ground.

THE RECOVERY

Once on the ground in New York City, the tracking team focused on the Boomerang device's signal emanating from the GMC Suburban. How? Via the Company's compatible cellular network in the area. Within 40 minutes, Boomerang Tracking located the vehicle and contacted the relieved owner.

THE EPILOGUE

After clarifying the situation with the Manhattan police on the case, the Boomerang owner was free to enjoy the remainder of his vacation secure in the knowledge that our in-house trackers are standing by to protect Boomerang-equipped vehicles every second of the day — and are always only a phone call away.



THIS IS JUST ANOTHER EXAMPLE OF HOW THE BOOMERANG TRACKING SYSTEM CAN LOCATE AND RECOVER STOLEN ASSETS ACROSS NORTH AMERICA.

QUESTIONS+ANSWERS

Q: *Since I do not know where my Boomerang device is located in the vehicle and I have never seen it, how can I be sure that it is actually working and that its battery is not dead?*

A: Your Boomerang device will function immediately upon installation. It reports periodically, providing our technicians with updated information on your Boomerang device. If it begins to send intermittent signals, we will contact you to advise you that you should visit your installer to have your Boomerang device verified. Keep in mind that the Boomerang device is equipped with a backup battery that begins to work as soon as the main battery dies.

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. markets and distributes the Boomerang® Tracking System, a proprietary product using technology patented by the Company. The Boomerang®, Boomerang2™ and GSM-based Boomerang devices are the central devices in a wireless-based asset tracking system utilizing the networks 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 devices are 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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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

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

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