

Tracker

A BOOMERANG TRACKING CUSTOMER NEWSLETTER ◀

TOP10RECOVERIES

AS AT MAY 31 2004

- 1) DODGE CARAVAN
- 2) BMW X5
- 3) GMC SIERRA
- 4) DODGE RAM
- 5) JEEP GRAND CHEROKEE
- 6) HONDA CIVIC
- 7) CHEVOLET SILVERADO
- 8) VOLKSWAGEN PASSAT
- 9) ACURA RSX
- 10) NISSAN PATHFINDER

BOOMRECOVERIES

PERIOD ▶ DEC 1 2003 TO MAY 31 2004

VEHICLES	476
VALUE*	\$ 19,550,809
INCIDENTAL VALUE	\$ 2,801,895
TOTAL VALUE RECOVERED	\$ 21,852,704

INCEPTION TO MAY 31 2004

VEHICLES	3,470
VALUE	\$ 157,670,536
INCIDENTAL VALUE	\$ 13,316,343
TOTAL VALUE RECOVERED	\$ 170,986,879

* All values shown above are approximate.

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SPEAKER'S CORNER



Stephanie Mormina
Team Coordinator,
Customer Service

The past year has seen significant advancements in Boomerang Tracking's Customer Service...

ONLINE AND INTERACTIVE

The Boomerang Tracking website recently saw the launch of our newest initiative in customer care - real-time, on-line chat! This completely free and user-friendly service permits our website visitors, from customers to insurance companies to law enforcers, to immediately access one of our Customer Care representatives while already online!

One of the major advantages is the ability to get quick answers to all of your questions while already browsing the site, without having to look for our phone number or wait on hold during high call volume hours.

Another advantage of the system is an on-line chat feature called "Co-Browsing". If there is a page you cannot locate on the web site, a Customer Care representative can assist you with on-line forms or direct you to a specific page with a shared pointer!

The Online Service Advantage

- Bilingual sales and customer service using real-time communications.
- Feature rich services including Proactive Chat Invitation which enables representatives to monitor your visit and intervene if you have any trouble resolving a problem or offer a special promotion.
- Private, secured and SSL encrypted communications.
- Chat transcripts emailed to both the chat operator and the client to confirm the details of the interaction.
- Reduced wait time on hold or in call queues.

The chat is very safe to use, and resides on Boomerang Tracking's 128-bit encrypted server, offering the same level of security used by financial institutions.

The response to this entirely new point of contact for our customers has been extremely positive to date! Every user has enjoyed the speed and ease of use of our live chat. This is the future of customer service, with more and more people leaning towards finding and transmitting information over the Internet rather than using a telephone or fax.

I am very enthusiastic about our live chat and invite more people to explore this feature!

VISIT US AT :
WWW.BOOMERANGTRACKING.COM TO SPEAK WITH
ONE OF OUR ONLINE REPRESENTATIVES TODAY!

Moving this summer?

If you are planning a change of address, it is important to let us know! Having an up-to-date address allows us to contact you and ensure that your vehicle is protected 24/7. You can contact us at 1.877.777.8722, info@boomerangtracking.com or through our live online Customer Service available on our website at www.boomerangtracking.com.

TRACKINGTALE:

Boomerang hits the trail of a stolen vehicle while client hits the slopes...

THE CRIME

During the afternoon of April 1, 2004, Boomerang Tracking Inc. received an automatic theft notification signal from a brown 2004 Ford F-350 equipped with the Company's Boomerang2 tracking device. Within minutes of receiving the signal and confirming the theft with the client – who was on a skiing vacation over 4,000 kilometers away on the slopes of Whistler, British Columbia - a tracking team was immediately dispatched to locate the vehicle, valued at approximately \$45,000.

THE TRACK

The Boomerang tracking team located the missing pick-up less than an hour later on the south shore of Montreal, parked outside a local coffee shop and local authorities were immediately notified.

THE RECOVERY

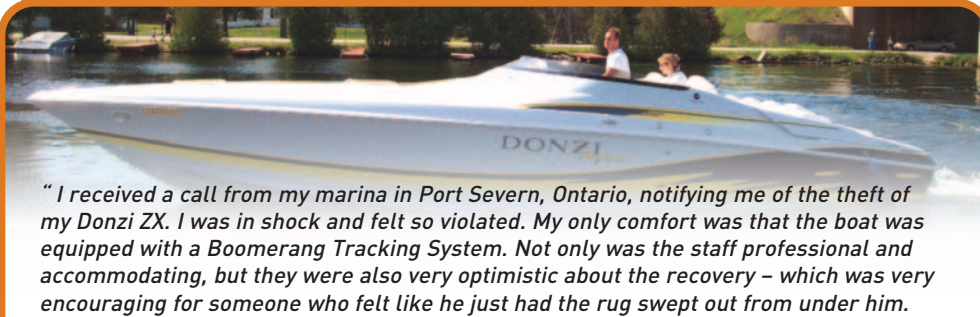
As the thief left the coffee shop with a doughnut and coffee in hand, police took the driver into custody.

THE EPILOGUE

About 4 in 10 auto thefts in Canada occur in parking lots, the most common location. It is estimated that a car is five times more likely to be stolen from an unattended lot than from the street or an attended lot. The Boomerang2 device was designed especially for travelers who leave their cars unattended in public lots for extended periods - travelers can rest easy knowing that their Boomerang2 device is ready to report any theft automatically.

THE AUTOMATIC THEFT NOTIFICATION OF THE BOOMERANG2 DEVICE IS IDEAL FOR TRAVELERS WHO LEAVE THEIR VEHICLES PARKED IN UNATTENDED LOTS FOR EXTENDED PERIODS.

CLIENT TESTIMONIAL



"I received a call from my marina in Port Severn, Ontario, notifying me of the theft of my Donzi ZX. I was in shock and felt so violated. My only comfort was that the boat was equipped with a Boomerang Tracking System. Not only was the staff professional and accommodating, but they were also very optimistic about the recovery – which was very encouraging for someone who felt like he just had the rug swept out from under him.

My boat was later recovered in Saint-Hyacinthe, Quebec. I was thrilled, knowing that I would be reunited with it and back on the water in no time.

A very happy ending and an even better summer ahead ... thanks to the great work of the people at Boomerang Tracking."

Glenn P. – Boomerang Tracking customer

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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NEW!

Real-time on-line chat

- 1- Go to www.boomerangtracking.com
- 2- Click on "Contact us" button
- 3- Click on "LIVE HELP" icon (in left column)

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Kindly direct all suggestions, comments and subscription requests to:

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