

News Release

For Immediate Release: September 16, 2004

BSM Technologies Inc.

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Symbol: GPS (TSX-V)

Exercise Price for Private Placement Reserved By BSM Technologies

MISSISSAUGA, Ontario – Thurs, September 16, 2004 - BSM Technologies Inc., (TSX-V: GPS) a leading provider of high security vehicle tracking and surveillance solutions, today announced that it has applied for a price reservation through the TSX Venture Exchange to set the price for conversion of convertible debentures into common shares. The convertible debentures are being issued as a private placement for gross proceeds of a maximum of C\$500,000, in debenture units with a face value of \$1,000 each. Each debenture will bear interest at a rate of 6% per annum and, at the option of the holder, will be convertible into 7,413 common shares of the Company, equating to C\$.14 per common share for a period of two years from the date of the placement. One warrant to purchase half a common share of the Company at an exercise price of C\$.17 per share will also be issued for each common share underlying the debenture for a period of two years from the date of the placement. The common shares and warrants will be subject to a four-month hold period.

About BSM Technologies

BSM Technologies designs, manufactures and markets a comprehensive line of AVSL (Automatic Vehicle Security and Tracking) solutions for Fleet Management, Law Enforcement, and Consumer Vehicle Protection, through its subsidiaries BSM Wireless and HGI Wireless. The BSM line of products range from Fleet Management and Consumer Vehicle Protection offerings to the full featured "Stinger" product featured in news media worldwide as the key technology behind the Bait and Covert application used by major Law Enforcement agencies to deter vehicular, trailer and heavy equipment theft. BSM's role as the leading provider of Bait Car technology to hundreds of police forces is based on an impressive track record of almost a 100% conviction rate in the prosecution of criminals caught through application of BSM technology. Wherever it is put into use, BSM's Bait Car technology is usually successful in

reducing vehicular theft by up to 40%.

Superior functionality, seamless switching between 2 separate footprints, enhanced reliability, advanced security features, and excellent value characterize BSM products. By incorporating advanced wireless locating and mapping technology, and IP-based communications protocols, the BSM line of products provides sophisticated real-time monitoring and control of commercial and personal vehicle assets to meet the demanding needs and stringent requirements of today's mobile environment. BSM's unique end-to-end solution features sophisticated wireless hardware, firmware and software all developed by and proprietary to BSM, so the BSM product line can be easily adapted to match any customer requirement, and their in-house support infrastructure assures all clients receive the premium AVSL solution in the industry.

- 30 -

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This press release is available on the company's official on-line investor relations site for investor commentary, feedback and questions. Investors are asked to visit www.agoracom.com and view the "BSM Technologies" Investor Discussion and Contact Forum.

The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this release. No stock exchange, securities commission or other regulatory authority has approved or disapproved the information contained herein. This News Release may include certain "forward-looking statements" that involve risks and uncertainties. Actual results may differ materially from results indicated in any forward-looking statements. The company cautions that, among other things, in view of the rapid changes in communications markets and technologies, and other risks including the cost and market acceptance of the company's new products, the level of individual customer procurements and competitive product offerings and pricing, and general economic circumstances, the company's business prospects may be materially different from forward-looking statements made by the company.