

News Release

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London, Ontario Police Service Initiates First BSM Bait Car Program in Ontario

London Police put program in place to reduce auto-theft after seeing successful results in Minnesota and BC's Lower Mainland

MISSISSAUGA, Ontario – Tuesday, November 16, 2004 –

The City of London Police Service has become the first in Ontario to adopt BSM's Stinger technology for its new Bait Car Program. The BSM Bait Car System was put in place in response to a significant increase over the past few years in London auto theft rates.

The BSM Stinger system was selected after an extensive survey of available theft reduction systems. London Police Crime Prevention Officer Constable Blair Harvey noted that: "Detective Sergeant Don Campbell of our police service had participated in a major international auto theft study over the past couple of years. During the study he was exposed to a number of auto theft reduction systems which allowed him to recognize the technologically advanced capabilities and functionalities of the (BSM) Stinger."

Nick Cirella, President and CEO of BSM pointed out that Constable Harvey's comments reflect the excellent track record of BSM's Stinger Bait Car technology, which has been adopted by over 200 law enforcement agencies across North America as the standard in Bait Car systems to reduce car theft. "Wherever the BSM Stinger system is used, auto theft rates are typically reduced by 10 to 40% within a very short period of time, and conviction rates of apprehended car thieves approach 100%. The BSM Stinger Bait Car System is the best system out there for measurably and conclusively reducing car theft wherever it is applied." said Mr. Cirella.

Constable Harvey added that the London Program had been instituted after seeing the results of BSM's initial bait car program developed in association with the Minneapolis,

Minnesota police department, and also the results of the RCMP Impact program that helped reduce car theft in British Columbia, and the Vancouver Police Bait Car Program. Within a few months of the BSM Bait Car program's introduction earlier this year in British Columbia's Lower Mainland, auto thefts rates had dropped by 13%.

The London bait vehicle program involves the deployment of specially equipped "bait vehicles" containing BSM Stinger technology which are left parked at various locations throughout the city. The vehicles are equipped with Global Positioning System (GPS) equipment and other technologically advanced features developed by BSM. These features help ensure the safety of the public and the Police and allow for the automatic and instantaneous disabling of the vehicle(s). They also assist with the apprehension of suspects and the recovery of stolen vehicles.

Constable Harvey said that one of the goals of the London program would be to reduce so-called "Opportunity" car thefts, auto thefts carried out on the spur of the moment by amateur thieves who see an unattended car and act on impulse. It is estimated that about 75% of London car thefts are this type of opportunity theft. Constable Harvey said that after a few well-publicized episodes of snaring opportunity thieves with the Bait Car program, word will get around and would-be thieves will think twice before attempting auto-theft in London.

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.

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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.

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