

CELLUTRAK

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Press Release

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FOR IMMEDIATE RELEASE
9 A.M. EDT, December 9, 2010

VEHICLE RECOVERY

On April 05, 2010, a Cellutrak client was having lunch with her family at Ernie & Ellies restaurant situated in Decarie Square, at 6900 Decarie Blvd. in Montreal. After paying the bill, she returned to the parking lot of the Mall to notice that her Mercedes had disappeared. At that moment she discovered her keys were also missing realizing that she probably left them at the table where she was dining. When she returned to the restaurant, there were no keys to be found. She immediately called the Police.

This stolen car incident would have statistically registered as another typical event that happens every three minutes in Canada. This story would have never showed up on the radar. But because this woman happened to be a Cellutrak customer this story has brought the attention and awareness to the insurance

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and police community that the GPS anti-theft/tracking industry is the only reliable mode of recovery today.

From Police sources, what actually happened was the thief (who later was identified as an employee of the restaurant), grabbed the keys off the table while the woman was paying the bill at the entrance of the restaurant, ran to the parking lot, identified the vehicle by activating the Key Fob, drove the car several blocks away, parked and locked the car without removing any valuables and returned to work like nothing ever happened. His intention would be to return to the vehicle after his work shift and most probably get compensated for dropping the car off at some organized crime depot where either the car would be stripped for parts or shipped in a container to some third world country.

Cellutrak's anti-theft technology incorporated in our own Key Fob device actually detected an unauthorized user entering the vehicle. Our Response Center immediately received a notification.

Our protocol system went into effect alerting via by phone, text messaging and e-mail the police authorities and the client of the real time whereabouts of the vehicle. In this case the car was parked at civic address 6630 Clanranald Ave. between Plamondon and Vezina. The client and her family returned to the car with an extra set of keys. All the personal valuables in the trunk and backseat were there.

When the Police arrived they could not believe that the Mercedes was found through GPS Tracking with such accuracy, within seconds. They were more familiar with such devices like the Boomerang from Lojack that take up to 24 hours for retrieval using cell tower triangulation methods.

More and more of these happy endings are happening every day now and Cellutrak is proud to be a part of it.

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