



Boomerang Oil Launches QE4 Tech Division, Moves Forward to Acquire First Technology to Increase Oil Production and Improve Operational Efficiency

TORONTO, Ontario, November 19, 2014 – Boomerang Oil, Inc. (the “Company” or “Boomerang”) (CSE:BOI) (FSE:0B9) is pleased to announce the launch of its new tech division involving strategic partnering to create a new technological alliance with the goal of developing and commercializing oil and gas and energy related technologies. Additionally, the Company will be moving ahead to acquire its first technology under the new division.

The technology is designed to increase oil production and improve operational efficiency based on a computer-controlled system to manage the variable cycle of production. The overall effect of this system is to control the down hole pump based on the flow rate of the oil. This control allows for improved pumping efficiency and prevents the common problem of pump exhaustion leading to the costly production down time, repair and pump replacement costs.

According to www.freedoniagroup.com/industry-study the US demand for oil and gas infrastructure equipment is forecast to increase 6.3 percent annually through 2016 to \$12.1 billion. It is expected that this new technology will have a good potential market share.

Boomerang’s CEO commented:

“I am very excited to launch our QE4 Tech Division and kick it off with this first technology which provides an improvement in down hole pumping technology. It’s a needed application that has a global appeal and could become a significant piece of our business. I see a significant opportunity given our size and scale to be able to move swiftly to develop and commercialize these types of new technologies to improve oil production and reducing cost by delivering operational improvements.”

Boomerang looks to build the new division unit with a focus on innovative technologies and collaborative teamwork. With the first acquisition, the Company aims to control the technology to enhance revenue and asset growth in the future.

About Boomerang

The Company is an oil and gas producer engaged in the acquisition of oil and gas properties and assets principally within the United States of America. The Company is currently operating within Texas and has a compliant NI 51-101 Reserve Estimate. The Company's business model is to acquire existing oil fields with proven reserves and to rehabilitate oilfields with potentially high throughput.

ON BEHALF OF THE BOARD

Dennis Alexander, President & CEO

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This news release also includes forward-looking statements that involve a number of risks and uncertainties. The information reflects numerous assumptions as to industry performance, general business and economic conditions, regulatory and legal requirements, taxes and other matters, many of which are beyond the control of the company. Similarly, this information assumes certain future business decisions that are subject to change. There can be no assurance that the results predicted here will be realized. Actual results may vary from those represented, and those variations may be material.

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