



INTERNATIONAL ROAD DYNAMICS INC.
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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD TO PARTICIPATE IN THE 2003 SUMMIT ON APPLICATIONS IN TRANSPORTATION DATA

August 27, 2003 – International Road Dynamics Inc. (IRD) will be participating in the 2003 Summit on Applications in Transportation Data to be held at The Westin Peachtree Plaza in Atlanta Georgia September 3rd and 4th, 2003. The U.S. Federal Highway Administration's Resource Center (www.fhwa.dot.gov/resourcecenter/index.htm) in partnership with the Georgia Department of Transportation (www.state.ga.us), is sponsoring the event that will focus on data quality, utilization and optimization.

The summit will be attended by representatives of the U.S. Department of Transportation Federal Highway Administration, state departments of transportation, consulting engineers and equipment and services suppliers.

Mr. Bob Woytowich, Systems Application Engineer, will be giving a presentation entitled "Turn-Key Data Collection for States". The presentation will detail case studies from New York and Oklahoma where IRD provides traffic data to the respective departments of transportation while maintaining and installing the necessary equipment. These partnerships allow IRD to deliver what the customers need - the data - and allow the state to focus on using the data to improve the highway infrastructure. The IRD Service Support Team has provided expert technical and customer service for more than 20 years and is capable of managing all operational needs for Data Collection and other Intelligent Transportation Systems (ITS).

IRD will be also be presenting its newly acquired PAT Traffic and ITC Traffic products as well as its traditional line of Traffic Data Products.

For more information about the conference visit the website at http://www.fhwa.dot.gov/resourcecenter/jhb_index.htm or for more information about any of IRD's systems, please contact Mr. Bob Woytowich at phone (306) 653-6614 or Email: bob.woytowich@irdinc.com.

IRD is a highway traffic management technology company specializing in supplying products and systems to the global Intelligent Transportation Systems (ITS) industry. IRD is a North American company based in Saskatoon, Saskatchewan with sales and service offices throughout the United States and overseas. Private corporations, transportation agencies and highway authorities around the world use IRD's products and advanced systems to manage and protect their highway infrastructures.

IRD is listed on the TSX – Trading Symbol: IRD

www.irdinc.com