



INTERNATIONAL ROAD DYNAMICS INC.

Corporate Offices: Canadian - 702 43rd St. E. Saskatoon, SK S7K 3T9
U.S. – Spring Grove IL 60081

BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD TO PARTICIPATE IN HIGHWAY ENGINEERING EXCHANGE PROGRAM (HEEP)

September 24, 2003 – International Road Dynamics Inc. (IRD) will be participating in the 45th International Highway Engineering Exchange Program (HEEP) Meeting and Exhibition being held this year from September 28th to October 2nd in Cheyenne, Wyoming. The conference theme for 2003 is “*Pioneering New Technologies*” and Mr. Tom Der, Regional Manager will be representing IRD throughout the conference.

Mr. Tom Der will be presenting a paper during the meeting titled “Commercial Vehicle Monitoring Using Virtual Weigh Station Systems” at the Breakout III Transportation Session. The paper is based on experience and information collected from an existing IRD Virtual Weigh Station Monitoring System.

IRD invites all interested conference delegates to visit **IRD Booth #37** at the Conference Exhibition. IRD’s Tom Der, Regional Manager will be on hand and have information on IRD’s systems and technologies. See how new IRD initiatives can help preserve, manage and increase the safety of highway facilities.

For more information about the conference visit the HEEP Website at www.heep.org or if you would like any information on any of IRD's systems, please contact Mr. Tom Der at tel: (306) 653-6613 or at Email: tom.der@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