



INTERNATIONAL ROAD DYNAMICS INC.

Corporate Offices: Canadian - 702 - 43rd St. E. Saskatoon, SK S7K 3T9
U.S. - 305, 1006 West 104th Ave. Northglenn, CO 80234

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IRD AWARDED TRAFFIC CONTROL SAFETY SYSTEM CONTRACT IN ILLINOIS

Saskatoon, SK APRIL 2nd, 2003 - International Road Dynamics Inc. (IRD) announced today it has received a contract from the Advanced Asphalt Company to supply and support a Dynamic Lane Merge System on Interstate 80 in LaSalle County in Illinois. The contract is valued at approximately CDN \$215,000.

IRD's Dynamic Lane Merge System has been proven to be a beneficial tool to improve safety and efficiency in highway work zones. Work zone accidents in the United States result in more than 1,000 fatalities and more than 40,000 injuries, with a high percentage of those accidents occurring in the transition area prior to the actual construction zone. The Dynamic Lane Merge System encourages drivers to merge early as they approach a lane closure, while traffic is still flowing smoothly and there are sufficient openings for a safe lane change. A "no-passing" zone is created by a series of trailer-mounted signs with flashers. Traffic sensors determine vehicle congestion, and sign flashers turn on or off according to current traffic conditions to make it relevant and practical to drivers.

IRD's Intelligent Traffic Safety Systems include the **Dynamic Lane Merge System**, the **Variable Speed Limit System (Speed Ranger™)** which facilitates practical and appropriate deceleration and speed limits as drivers approach areas of traffic congestion due to work zones, and the **Real Time Information System (Travel Messenger™)** which informs drivers in real-time of current traffic conditions, such as expected delays, distance through work zone and reduced speeds ahead.

Mr. Terry Bergan, IRD's President and CEO, commented: "It is very encouraging to see states such as Illinois take a proactive approach to work zone safety. The Federal Highway Administration (FHWA) is focusing greater attention on safety, mobility, and traffic volume through traffic control zones, and IRD's innovative and intelligent traffic safety systems have been designed to meet this growing concern for construction safety, as well as the need to minimize traffic disruptions. Our safety systems are another example of how we are adapting our proprietary technologies for deployment in new, high-growth ITS markets."

For further information about IRD Intelligent Safety Systems or other IRD Systems, please contact Mr. Rod Klashinsky, Vice-President of Sales at phone: 306-653-6600 email: rod.klashinsky@irdinc.com or visit our web site at www.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.

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The Company's shares trade on the Toronto Stock Exchange under the symbol IRD.

FOR MORE INFORMATION PLEASE CONTACT:

Terry Bergan, President & CEO

Phone: (306) 653-6600

U.S. (303) 355-5998

Francine Senecal-Lepage, Investor Relations

Phone: (306) 653-6603

Fax: (306) 653-6609

Email: irdir@irdinc.com