



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

BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD TO PARTICIPATE IN THE ITE 2003 ANNUAL MEETING AND EXHIBIT HELD IN CONJUNCTION WITH THE ITE DISTRICT 6 ANNUAL MEETING

DRAFT – International Road Dynamics Inc. (IRD) will be participating in the ITE 2003 Annual Meeting and Exhibit to be held at the Washington State Convention and Trade Center in Seattle Washington August 24th to 27th, 2003. This is the first Conference where IRD will be presenting its newly acquired PAT Traffic and ITC Traffic products as well as its traditional line of Traffic Safety and Traffic Data Products.

ITE (the Institute of Transportation Engineers) is an international educational and scientific association of transportation professionals who are responsible for meeting mobility and safety needs. Founded in 1930, ITE serves as a gateway to knowledge and advancement through meetings, seminars and publications and through its network of more than 15,000 members working in more than 84 countries.

This year's Annual Meeting is being held in conjunction with the ITE District 6 Annual meeting. This meeting and exhibition promises to inform you of the newest technologies and services at ITE's Transportation Products and Services Exhibit where displays from the public and private sectors, from pavement marking trucks to computer software displays to planning service providers and much more, will be on hand.

Visit us at Booth# 230, where Mr. Ryan Gidluck, Project Development Engineer, and Mr. Mark Fayta, Regional Manager (previously of ITC) will be available at the IRD-PAT Traffic booth.

For more information about the conference visit the ITE website at: www.ite.org/AnnualMeeting/ or for more information about any of IRD's systems, please contact Mr. Ryan Gidluck at phone (306) 653-69656 or Email: ryan.gidluck@irdinc.com or Mr. Mark Fayta at mark.fayta@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