



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

IRD TO PARTICIPATE IN THE 10th ITS WORLD CONGRESS

October 31, 2003 - International Road Dynamics Inc. (IRD) will be participating in the 10th World Congress on Intelligent Transportation Systems November 16th to 20th, 2003 in Madrid, Spain. This year celebrates the event's 10th anniversary, with the theme 'Solutions for Today and Tomorrow'. The leading edge of ITS products and services will be on display throughout the 10th World Congress & Exhibition on Intelligent Transport Systems and Services, showcasing some of the latest advances in the development of ITS technologies, products, systems and services and the impact they have on the global marketplace.

Visitors will experience the state-of-the-art in ITS by visiting more than 200 exhibitors from around the world. Displays will range from products in action to development and deployment projects to the newest services available on the market. ITS World Congress offers a perfect opportunity to network with other ITS community members as well as it serves as an attraction for leading ITS decision-makers.

Representing IRD at **Booth #434** will be Mr. Greg Wallis, Director of International Business, and Dr. Dieter Cichon, IRD's Regional Manager and Partner for Europe. IRD will be featuring its Static and Dynamic weighing systems as well as IRD Traffic Counting and Classifying technology. Mr. Wallis will also be presenting a paper at the Conference on the Use of WIM (Weigh-In-Motion) to Expedite Clearances at Border Entry Ports.

For more information on the 10th ITS World Congress, visit
http://www.madrid2003.itscongress.org/its_pres.cfm

If you would like information on any of IRD'S systems and products please contact phone: (306) 653-6600 or at Email: info@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