



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

For Immediate Release: January 23, 2003

IRD AWARDED ANOTHER TRAFFIC CONTROL SAFETY SYSTEM CONTRACT IN NORTH CAROLINA

Saskatoon, SK January 23, 2003 - International Road Dynamics Inc. (IRD) announced today that it has received a contract from the State of North Carolina Department of Transportation to supply and operate "Smartzone" traffic control technology on Interstate 95 in Johnston County, North Carolina. The contract is valued at approximately CDN \$280,000. This is a repeat order with the State and follows a previous contract that IRD was awarded in December, 2002.

The portable system monitors traffic conditions and provides real-time messaging to drivers informing them of the expected travel time or delay through an upcoming traffic control zone. Studies have shown that advance information of traffic delays helps to reduce driver impatience by informing them of conditions ahead and providing them with the opportunity to make choices regarding alternate routes. The system provides the information through roadside message signs as drivers approach a congested traffic area, such as a work zone. This information is also provided on the internet for those drivers wanting to check their route before leaving.

IRD's "Smartzone" traffic control technology has the potential to significantly improve traffic safety on Interstate 95, where road-weary drivers traveling from Florida to the Northeast United States are often unaware of the local road circumstances and conditions.

IRD's intelligent traffic safety systems also include the Lane Merger System technology used to promote safe lane changes and the Speed Ranger Variable Speed Limit System that facilitates practical and appropriate deceleration and speed limits as drivers approach areas of traffic congestion due to work zones, lane restrictions, special events, accidents or other traffic disruption.

Mr. Terry Bergan, President and CEO, commented: "IRD's innovative, intelligent traffic safety systems meet the growing concern for construction safety, as well as the need to minimize traffic disruptions. The State of North Carolina is taking a proactive approach to address this issue, and IRD is pleased to be a part of the solution."

For further information about IRD Smart Safety Systems or other IRD Systems, please contact Rod Klashinsky, Marketing and Sales Director, at tel: 306-653-6610 by email: rod.klashinsky@irdinc.com or visit IRD's 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.

- 30 -

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

**IRD is listed on the TSX - trading symbol - IRD
www.irdinc.com**