



INTERNATIONAL ROAD DYNAMICS INC.

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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD's PRESIDENT INTERVIEWED ON WALL STREET'S CEOCAST.COM

October 23, 2003 – Mr. Terry Bergan, President and CEO of International Road Dynamics Inc. (IRD) was interviewed October 21st, 2003 on Wall Street's CEOcast.com about recent developments at the Company and its prospects going forward. In particular, he focused on the highlights of the recent acquisition of the assets of the worldwide operation of PAT GmbH and plans moving forward. To access and listen to the interview with Mr. Bergan, please go to www.ceocast.com and search on IRD. You must 'register' online to receive a password to view the interview. The interview will be available for approximately one week.

If you have any questions, please do not hesitate to contact Francine Senecal-Lepage, Corporate Administration Manager and Investor Relations at Phone: (306) 653-6603 or email: irdir@irdinc.com.

IRD is a highway traffic management products and systems technology company which specializes in supplying systems to the worldwide, emerging industry of Intelligent Transportation Systems (ITS). IRD is a North American-based company, with a Canadian corporate office in Saskatoon, Saskatchewan and sales and service offices throughout the U.S., and overseas. Private corporations, transportation agencies and highway authorities around the world use IRD's products and advanced traffic systems to manage and protect their highway infrastructure.

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