



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

IRD TO PARTICIPATE IN INTERTRAFFIC LATIN AMERICA EXHIBITION & CONFERENCE

March 28th 2003 – IRD (International Road Dynamics Inc.) will be participating in Intertraffic Latin America 2003 in Mexico City, from April 2-4 2003. The exhibition and conference is being organized in co-operation with each of these organizations: ATSSA (American Traffic Safety Services Association), ITE (Institute of Transportation Engineers) and ITS America, the Mexican Ministry of Transportation and Communication and the Mexican Road Association.

IRD will be exhibiting at Intertraffic, and will be represented by Mr. Greg Wallis, Director of International Business, and Mr. Roberto Santos, Regional Manager – Latin America. Please visit them at booth #441.

IRD will be showcasing its toll systems, WIM technologies, and products such as the portable WIMMAT 8000, Dynax treadles and TCC540WIM traffic counter/classifier.

This exhibition will provide IRD with a timely forum to promote its ITS capabilities to Mexican customers, using the recent Manzanillo Customs SSWIM (Slow-Speed Weigh-In-Motion) project as a key example and highlighting the opportunities for the use of IRD WIM technology in enhancing security at Mexico-USA border crossings. Mr. Wallis will present a paper at the conference entitled “The Use of Slow Speed Weigh in Motion (SSWIM) to Control Trucks in Mexican Ports”. The paper highlights the benefits provided by the IRD-SSWIM system at the Manzanillo port.

If you would like information about IRD or any of IRD's systems, please contact Greg Wallis at tel: (306) 653-6624 or send an e-mail to greg.wallis@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