



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

### **IRD TO PARTICIPATE IN THE AMERICAN PUBLIC WORKS EXPOSITION**

**September 8, 2004** - IRD (International Road Dynamics Inc.) will be exhibiting and demonstrating its traffic, driver management and highway safety products at the American Public Works Association (APWA) Congress and Exposition in Atlanta, Georgia from September 12<sup>th</sup> to 15<sup>th</sup>, 2004. IRD will present mission critical solutions from both the infrastructure and in-vehicle systems divisions. IRD will be exhibiting its full range of traffic counters & classifiers, wheel weighers, radar speed signs, portable variable message signs, and driver management systems.

The APWA is the largest public works congress and exposition in North America and represents all facets of public works including engineering and design, construction contract supervision, streets/roads/bridges, security planning and response, fleet services, and many other areas. This important technical conference focuses on the Public Works Departments' challenge to do more with less, which means finding new ways to increase productivity and finding new technologies to allow them to do their jobs quicker and easier.

Please visit IRD representatives Mr. Mark Fayta, Products Manager, and Mr. Tony Reynolds, Fleet Sales Manager – NAFTA Region, **Booth Number 2022** at the Georgia World Congress Center in Atlanta. Mr. Fayta will be available to discuss IRD's various products for traffic planning, data collection and safety. Mr. Reynolds will demonstrate and answer questions on IRD's line of Fleet Management Systems which provide benefits such as job level accountability, improved citizen service delivery, decreased operating & maintenance costs, increased fuel efficiency, crash reduction, and verifiable job performance (in a union-friendly environment).

For more information about the congress and exposition, please visit the APWA website at [www.apwa.net](http://www.apwa.net).

For more information about IRD Products and Systems, please visit IRD's web site at [www.irdinc.com](http://www.irdinc.com) or contact Mr. Mark Fayta at tel: 815-675-1430 or at e-mail: [mark.fayta@irdinc.com](mailto:mark.fayta@irdinc.com) or Mr. Rod Klashinsky at tel: 306-653-6600 or at e-mail: [rod.klashinsky@irdinc.com](mailto:rod.klashinsky@irdinc.com). For information regarding IRD's Fleet Management products, contact Mr. Tony Reynolds at 540-955-9051 or email: [tony.reynolds@irdinc.com](mailto:tony.reynolds@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](http://www.irdinc.com)

