



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

IRD TO PARTICIPATE IN THE 2004 ATA MANAGEMENT COUNCIL CONFERENCE “THE BUSINESS OF SAFETY”

September 15, 2004 - IRD (International Road Dynamics Inc.) will participate in the 2004 Safety & Human Resources National Conference and Exhibition on September 19th to 22nd 2004 to be held in Minneapolis, Minnesota.

This important technical conference sponsored by the Safety & Loss Prevention Management Council of the American Trucking Association focuses on planning, analyzing, improving performance, and reducing costs to benefit both employees and the organization.

Mr. Tony Reynolds, Fleet Sales Manager – NAFTA Region, will participate in a session discussing trucking operation risks and liabilities. The session will deal with the use of data recorders and communications systems to track, monitor, and safeguard drivers and the automatic evidence collection used to minimize operational risks and liabilities, and in the event of an accident.

Please visit **Booth Number 26** where IRD will be demonstrating the IRD Driver Management and Low-Force Driving systems. IRD systems contribute to a company's reduced liabilities, risk, costs and a total safety environment. Joining Mr. Reynolds will be IRD's Business Partner Mr. Warren Smith, who is the former President of the Saskatchewan Trucking Association.

For further information, please contact Tony Reynolds at (540) 955-9051 or tony.reynolds@irdinc.com. Please also visit IRD's web site at www.irdinc.com. Additional conference information is available at www.trucking.org.

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