



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

IRD FEATURES AWARD WINNING SAFETY TECHNOLOGY AT ATSSA

January 27, 2004 - International Road Dynamics Inc. (IRD) will join approximately 3000 other roadway safety professionals in San Antonio, Texas for the 34th Annual American Traffic Safety Services Association (ATSSA) Convention and Traffic Expo from January 30th to February 3rd, 2004. Traffic Expo is a showcase of traffic safety products and systems from pavement markings to Intelligent Transportation Systems (ITS).

IRD will be represented by Mr. Jim Wirachowsky, Safety Systems Sales Representative and Mr. Rob Bushman, Advanced Applications Engineer. The IRD display, located at **Booth 838**, will highlight IRD's award-winning Work Zone ITS Technology, the Sono-Blaster!® Intrusion Alarm, and the newly introduced SPEEDSentry Speed Advisory Sign. IRD recently won an award for Innovative Work Zone Technology from the American Roads and Transportation Builders Association (ARTBA) and from Better Roads Magazine.

For further information about the conference and exhibition, visit www.atssa.com . For further information about IRD safety systems and products please contact Mr. Jim Wirachowsky at tel: 905-812-8806 or at email: Jim.wirachowsky@irdinc.com or visit the IRD 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.

IRD is listed on the TSX – trading symbol – IRD

www.irdinc.com