



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

### **IRD TO PARTICIPATE IN INTERNATIONAL POLICE CHIEFS CONFERENCE**

**November 9, 2004** - IRD (International Road Dynamics Inc.) will be exhibiting and demonstrating its Traffic, Driver Management Systems and Highway Safety Products at the 111th annual IACP (International Association of Chiefs of Police) Conference and Technology Exposition in Los Angeles, California from November 13<sup>th</sup> to November 15<sup>th</sup>, 2004.

Founded in 1893, the International Association of Chiefs of Police is the world's oldest and largest nonprofit membership organization of police executives, with over 19,000 members in over 89 different countries. IACP's leadership consists of the operating chief executives of international, federal, state and local agencies of all sizes.

The association's goals include the advancement of the science and art of police services, improving and promoting police practices and procedures, fostering police cooperation and the exchange of information and experience, promoting the recruitment and training of qualified persons, and encouraging police officers to adopt high professional standards of performance and conduct.

Please visit IRD Representatives Mr. Mark Fayta, Products Manager, and Mr. Tony Reynolds, Fleet Sales Manager, at **Booth Number 956** at the Los Angeles Convention Center. Mr. Fayta will be available to discuss IRD's products for highway and street safety, traffic calming and wheel load weighing systems. 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 delivery, and decreased operating & maintenance costs.

For more information please visit the IACP website at: [www.theiacp.org](http://www.theiacp.org) . For more information about IRD's Products and Systems, please visit our web site at [www.irdinc.com](http://www.irdinc.com) or contact IRD at tel: 1-877-862-6868 or at e-mail: [product.info@irdinc.com](mailto:product.info@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)