



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

IRD TO PARTICIPATE AT ITE 2004 ANNUAL MEETING AND EXHIBITION

July 26, 2004 – The Institute of Transportation Engineers 2004 Annual Meeting and Exhibition in Lake Buena Vista, Florida from August 1-4 is expected to attract more than 2,000 transportation engineers and professionals from around the world. The technical program provides attendees with leading-edge technical information, superior professional development opportunities and a responsive worldwide network of professional transportation colleagues. The meeting's 66 technical sessions are divided into six tracks: intersections, traffic engineering/innovative tools, partnerships/livable communities, operations/transportation management, safety and transportation planning/transit.

IRD (International Road Dynamics Inc.) will be represented by Mr. Mark Fayta, Sales Manager. IRD will display a variety of traffic and roadway safety products, including the new SPEEDsentry™ Radar Speed Display Sign, the InstALERT™ Portable Variable Message Sign, the Sonoblaster!® Work Zone Intrusion Alarm, and the TRS and Traffic ACE Traffic Counters and Classifiers. Please visit us in Booth 622.

For more information about the ITE Meeting and Exhibition, you can visit the ITE web site at <http://www.ite.org/annualmeeting/> and for more information about IRD Products and Systems, please visit our web site at www.irdinc.com or contact Mark Fayta at tel: 815-675-1430 or at e-mail: mark.fayta@irdinc.com or Rod Klashinsky at tel: 306-653-6610 or at e-mail: rod.klashinsky@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