



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

IRD TO PARTICIPATE IN UPCOMING CONFERENCE

March 17, 2004 - IRD (International Road Dynamics Inc.) will be participating in the upcoming ITS Heartland 5th Annual Meeting held March 22nd to 24th, 2004 in Kansas City, Missouri.

At the conference IRD will be showcasing its IRD Commercial Vehicle Operations (CVO) Technologies, Virtual Weigh-In-Motion (WIM) Systems, WIM Data Collection Systems and Workzone Safety Systems.

The ITS Heartland Annual Meeting is an excellent opportunity to network with ITS professionals and customers from the U.S. Heartland and from throughout the United States.

IRD's Mr. Tom Der, Regional Manager and Mr. Craig Lindsay, Systems Sales Representative will be available to answer any questions you may have regarding the use of these systems and technologies. They will be able to show you how these systems have been deployed in numerous locations throughout the United States, Canada, and Overseas.

For more information on this conference, visit the ITS Heartland Website at www.itsheartland.org

Visit IRD's Website at www.irdinc.com, or email Craig Lindsay at craig.lindsay@irdinc.com for more information.

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