



INTERNATIONAL ROAD DYNAMICS INC.

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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD SPONSORS ITS CANADA 2004 ANNUAL CONFERENCE AND GENERAL MEETING IN CALGARY

May 6, 2004 – International Road Dynamics Inc. (IRD) will be participating in the Intelligent Transportation Society (ITS) Canada annual Conference and General Meeting on May 9th to 11th, 2004 in Calgary, Alberta. This meeting will be attended by representatives of the public sector, private industry, and academia and will discuss developments in the ITS industry focusing on infrastructure, vehicle technology, policy development, security applications, public safety, privacy, and funding in a Canadian context. The theme of this year's meeting is, *"Bringing People and Transportation Technology Together Safely; Telematics, Human Factors, and Safety"*.

IRD will be represented by Mr. Terry Bergan, President & CEO and Mr. Brian Taylor, Vice President of Technical Solutions & Business Development. Mr. Bergan currently sits on the ITS Canada Board of Directors. As a founding member of ITS Canada, IRD Delegates are active participants in committee and stakeholder events.

IRD will be showcasing innovative technologies at work today increasing the safety of, preserving and allowing better management of North American Highways. IRD will be presenting information on the IRD Virtual Weigh Station system, IRD's WorkZone Safety, and IRD's In-Vehicle systems. Additionally, IRD will be the Sponsor of the Annual Banquet the evening of Monday, May 10th at Heritage Park. The Honourable Ed Stelmach, Alberta Transportation Minister will be delivering the Keynote address at this event.

We look forward to your visiting with you at IRD's Booth Number 9.

For more information about the conference visit ITS Canada's website at www.itscanada.ca or if you would like any information on any of IRD's systems, please contact Mr. Brian Taylor at tel: (306) 653-6611 or at Email: brian.taylor@irdinc.

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