



INTERNATIONAL ROAD DYNAMICS INC.

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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD to Participate in the Annual ITS Minnesota Conference.

March 8, 2004 - IRD (International Road Dynamics Inc.) will join other roadway safety and ITS professionals at the 10th Annual Meeting and Information Exchange of ITS Minnesota in Minneapolis on March 17, 2004. This conference showcases various ITS technologies and solutions.

IRD will participate in the exhibition and Mr. Jim Wirachowsky, an ITS Safety Systems Specialist, will be available to discuss IRD's wide selection of Work Zone Safety Systems, such as the Travel Messenger Real Time Information, the Dynamic Lane Merge, and the Speed Ranger Variable Speed Limit Systems. The Sonoblaster!® Work Zone Intrusion Alarm will also be featured at the exhibition. As well, Mr. Wirachowsky will be available to discuss other ITS solutions, such as Weigh-In-Motion for both highway planning and weight and dimension enforcement applications.

Please drop by the IRD Exhibit Booth to discuss how IRD may assist you with traffic control safety solutions or any of your ITS needs. For further information about the meeting or exhibition, please click www.itsmn.org. For further information about IRD, please click www.irdinc.com or contact Mr. Rod Klashinsky at tel: 306-653-6600 or by email at 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