

IRD PRODUCT NEWS

INTERNATIONAL ROAD DYNAMICS INC.

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PRODUCT BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

DISPLAY QUICK AND EFFECTIVE PROMOTIONAL INFORMATION TO YOUR CUSTOMERS

December 6, 2004 - The InstALERT™ Ultra-Portable Variable Message Sign is a valuable tool that can be used to communicate important sales information to shoppers.

The InstALERT™ is a full sized, full matrix portable display sign offered by IRD (International Road Dynamics Inc.). It folds into a carrying case that can be transported in the trunk of a car and can be mounted onto a post, the back of a vehicle or set up on its own independent stand. The InstALERT™ is a versatile tool and can be easily set up within 10 minutes to communicate messages such as mall promotions and parking directions to customers. Folding into its own carrying case, the InstALERT™ requires minimal storage space.

The InstALERT™ stores up to 25 pre-programmed messages and is easily programmed using a PC or Laptop Computer or PDA. Through the user-friendly messaging software, unlimited custom messages and graphics can be created and displayed with an assortment of effects.

For more information on the InstALERT™, please click on <http://products.irdinc.com/html/safety/instalert.htm>.

For additional information, or if you have any questions, please contact one of our Sales Representatives at Tel: (877) TO COUNT or (877) 862-6868, Fax: (306) 242-5599, or Email: products@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