



INTERNATIONAL ROAD DYNAMICS INC.

Corporate Offices: Canadian - 702 43rd St. E. Saskatoon, SK S7K 3T9
U.S. – 2402 Spring Ridge Drive, Suite E Spring Grove, IL 60081

BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD TO PARTICIPATE IN THE MARYLAND QUALITY INITIATIVE CONFERENCE.

January 26, 2004 - IRD (International Road Dynamics Inc.) will be participating and demonstrating its Intelligent Work Zone Safety Systems at the Maryland Quality Initiative Conference on January 28th to 29th, 2004 in Hunt Valley, Maryland.

IRD will be represented by Mr. Jim Wirachowsky, ITS Safety Systems Specialist who will be demonstrating the “Travel Messenger Website”. The IRD Travel Messenger is a real-time information system designed to provide motorists entering a work zone with timely and accurate information. Through a series of traffic sensors mounted on portable trailers and portable electronic message signs, drivers are informed of the expected time to travel through a work zone area. The “Website” is an additional tool that government agencies can provide to the public as an information source before heading out on the road.

Mr. Wirachowsky will be available to discuss IRD’s complete line of Work Zone Safety Systems and Products, which include Variable Speed Message Systems, both Early and Late Merge Work Zone Systems, and the Sonoblaster!® Work Zone Intrusion Alarm.

Please stop by to discuss IRD’s Work Zone Safety Systems and for a demonstration of the Travel Messenger website. For further information, please contact Mr. Jim Wirachowsky at tel: 905-812-8806 or email: jim.wirachowsky@irdinc.com . Visit IRD’s web site at www.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