



INTERNATIONAL ROAD DYNAMICS INC.

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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD TO PARTICIPATE IN NACE 2004

March 29, 2004 - International Road Dynamics Inc. (IRD) will be an exhibitor at the upcoming National Association of County Engineers Annual Conference in Orlando Florida from April 4th to 8th, 2004. The National Association of County Engineers (NACE) is a professional association of county engineers, public works and road professionals from across the United States and Canada, who have joined together on a national level to exchange ideas about engineering technology, best maintenance practices, management systems and professional development. NACE currently serves over 1,900 members.

Each spring 350-400 members and other attendees gather for the NACE Annual Conference. This year the conference is hosted by the Florida Association of County Engineers & Road Supervisors.

Please join IRD's Mr. Peter Kooy, Regional Manager of Product Sales, and associate Mr. Jim Stein, Sales Director of All Traffic Solutions, at booth number 64 at the Rosen Plaza Hotel. They will be available to answer any questions you may have regarding IRD's new products and systems.

IRD will be showcasing its Counters and Classifiers, Portable Wheel Load Weighers and other ITS Systems and Products. IRD in conjunction with All Traffic Solutions will be displaying innovative safety products such as the *SpeedSentry* Radar Speed Display and the *InstALERT* Portable Messaging System.

For further information on the NACE Annual Conference please visit: www.countyengineers.org If you would like information about IRD or any of its products and systems, please contact Peter Kooy at tel: (306) 653- 9660 or send an e-mail to product.info@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