



INTERNATIONAL ROAD DYNAMICS INC.  
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## **BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION**

### **IRD LAUNCHES ITS NEW 'PRODUCTS' WEBSITE AND TOLL FREE NUMBER**

**October 21, 2004** - To better serve our Customers, International Road Dynamics Inc. (IRD) is proud to introduce a new ***Interactive Website*** for our Traffic and Safety Products as well as a Toll-Free Telephone number which links the Customer directly to our team of Product Experts.

The Products Website is a user-friendly way to find information on products such as Traffic Counters/Classifiers and sensors, truck scales, toll treadles, traffic safety products, and concrete maturity monitors and much more. Links to brochures for each item in HTML or PDF format makes it easy to find exactly what you are looking for. In addition, the IRD Products Catalog can be downloaded directly from this website.

The new Products Website is <http://products.irdinc.com> or link onto it from our corporate website at [www.irdinc.com](http://www.irdinc.com).

An important feature of the new Products Website is the Information Request Form. When you complete this form it is immediately directed to an IRD Product Specialist to respond to your inquiry. In addition, you can contact an IRD Product Specialist by e-mail directly from the web site.

Information about IRD the Company and IRD's Systems, such as Commercial Vehicle Operations, Driver Management Systems, Toll and Safety Systems is still located on IRD's Web site at [www.irdinc.com](http://www.irdinc.com).

You can reach IRD via our toll free number in North America at 1-877-TO-COUNT (1-877-862-6868). The main Corporate Office telephone number is 306-653-6600.

***The IRD Products Website is a Customer Service initiative that we are proud to provide for 24 hour, 365 days a year availability to our customers worldwide.***

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](http://www.irdinc.com)