



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

IRD CONTINUES TO REFINE ITS CUSTOMER SERVICE PROGRAMS

November 22, 2004 – In response to customer feedback , IRD (International Road Dynamics Inc.) continues to refine our Customer Service and Maintenance Programs. We are continually seeking advice from our customers through our participation in meetings, industry conferences, seminars, and trade shows.

Over the past year, we have continued to expand our service network so that we can improve our customer response with prompt and efficient service. In addition, we have expanded and enhanced our service and maintenance offerings to meet a wide range of customer needs and requirements.

IRD has team members and service partners located worldwide who offer a variety of customer support and maintenance options. We will design a program to accommodate customer's needs. A few typical examples are presented below:

Service and Maintenance Contracts provide our customers with service protection of equipment with three (3) levels of service:

Preventative Maintenance Package covers preventative maintenance twice annually which ensures issues are brought to the attention of the customer so remedial action can be taken.

Enhanced Maintenance Package includes our preventative maintenance program, as well as full emergency service (labor and parts) on an as required basis to diagnose and correct on-site issues.

Full Service Package includes preventative and emergency services including labor and parts. This package offers the customer a complete service program for one annual fee and ensures that the system is maintained and repaired without a need for additional procurement.

While these meet most customers' needs, our **Facilities Management Partnership** goes a step further and allows customers to make use of an IRD system on a fee for performance basis. A Facilities Management Partnership is a business arrangement between IRD and the customer involving deployment and financing strategies for a predetermined term. It offers the customer the benefit of immediate deployment of new systems and/or service of existing equipment. As it is performance-based, IRD provides a predetermined a level of operational readiness at a specified minimum level of performance during the term of the contract. Provided the system performs to this standard, a fixed fee is charged.

In addition to its service offices throughout North America, IRD has international sales and service offices and distributors worldwide. Please contact Mr. Greg Wallis, VP of International Sales at greg.wallis@irdinc.com or 306-653-6600 for local representation.

To learn more about IRD Maintenance Contracts and/or Performance Contracts, please contact Roy Czinku at tel: (306) 653-6627 or at e-mail: roy.czinku@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