



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

RELIABLE PEOPLE COUNTER FOR PARKS AND TRAILS

July 13, 2004 - More than ever before, people are getting out and using walking and hiking trails and bicycle paths. State, provincial, regional and municipal authorities are attempting to keep up with public demand for these types of facilities, and it makes sense for these authorities to monitor the usage rate on these trails and paths. The TCC442 Trail Counter can provide this information.

With the TCC442 Trail Counter, you can determine how many people use your paths and trails, and the peak days and times of pedestrian traffic. Easy to install and simple to program, the TCC442 Trail Counter is built to withstand harsh environments. Camouflage paint deters vandalism, and with the appropriate acclimatized batteries, the trail counters are virtually maintenance free. They can be set up in a permanent setting and easily moved for portable count applications.

The Trail Counter has been used in numerous State, Provincial and National parks, as well as in major cities. With data collected from the Trail Counters, planners can determine the usage of the paths and trails and advise on maintenance, upgrades and even trail expansions. Municipalities, cities and other governing bodies can apply for or increase funding for maintenance of their trails and paths.

For more information about this product, please click
<http://www.irdinc.com/english/pdf/brochure/prod/TrailCounter.pdf>

or contact one of the following Regional Products Sales Managers:

VP of Sales – Rod Klashinsky
Tel: 306-653-6600 e-mail: rod.klashinsky@irdinc.com

Eastern Regional Products Manager - Mark Fayta
Tel: 815-675-1430 e-mail: Mark.fayta@irdinc.com

Western Regional Product Manager – Marles Kerns
Tel: 780-453-3182 e-mail: marles.kerns@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