



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

### **IRD TO PARTICIPATE IN INTERTRAFFIC AMSTERDAM 2004**

**March 22, 2004** – IRD (International Road Dynamics Inc.) will be an exhibitor at Intertraffic Amsterdam 2004, to be held at the Amsterdam RAI International Exhibition and Congress Centre from March 30<sup>th</sup> to April 2<sup>nd</sup>, 2004. This year's theme is 'European Traffic Management'. This event is the world's leading international trade fair in the field of design, management and maintenance of traffic and transport infrastructures and marks the 32<sup>nd</sup> year of Intertraffic's existence. It is expected to attract over 25,000 visitors and almost 700 exhibitors from around the world.

Please join IRD's Mr. Greg Wallis, Director of International Business and IRD's European partners Mr. Dieter Cichon of CAT Traffic and Mr. Pieter van Erp of Information Systems for Traffic at booth number 01.227. All will be on hand to answer any questions you may have regarding IRD's many exciting new products and systems.

IRD will be showcasing its newly acquired PAT products including Weigh-In-Motion (WIM) systems, Traffic Counters and Classifiers, Portable Wheel Load Weighers and various other ITS systems and technology.

For further information on the Intertraffic Amsterdam Exhibition please visit: [www.intertraffic.com](http://www.intertraffic.com). If you would like information about IRD or any of IRD's systems, please contact Greg Wallis at tel: (306) 653-6624 or send an e-mail to [greg.wallis@irdinc.com](mailto:greg.wallis@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](http://www.irdinc.com)