



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

IRD TO PARTICIPATE IN “OF MEN AND MACHINES” TECHNICAL CONFERENCE

September 7th, 2004 - IRD (International Road Dynamics Inc.) will attend a 2-day technical conference in Quebec City on September 14th – 15th, 2004 in conjunction with Demo International™ 2004. The technical conference focuses on the human aspects of forestry and how new technologies and techniques can best be introduced while involving those affected by the change in the implementation. The conference is hosted by FERIC and the Canadian Woodlands Forum.

Mr. Roy Parsons, Regional Director, will represent IRD at the conference and will be available at the IRD booth to discuss the company's line of Fleet Management Systems which help provide benefits such as log haul cost reduction, decreased operating & maintenance costs, extended operating season, optimized cycle times, enhanced safety and security, optimized payload and increased productivity to the Forestry Industry.

For further information, please contact Roy Parsons at (905) 812-8806 or roy.parsons@irdinc.com. Please also visit IRD's web site at www.irdinc.com. Additional conference information is available at <http://www.demo2004.ca/pre-conf.html>

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