



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

IRD INTRODUCES NEW ROAD SAFETY AND LED SIGN PRODUCTS

November 16, 2005 - IRD is pleased to announce the addition of Solar Powered Flashing Beacons and Edge-Lit LED Signs to its Traffic Safety Products line. These traffic safety products fit into IRD's safety philosophy of providing practical and relevant notification of on-road emergency situations and improving warning and road sign visibility.

The new solar powered flashing beacons include continuous warning, pedestrian crosswalk, time activated school zone, and hazard marking flashers. The beacons are completely self-contained with no external wiring or control cabinet. Installation is quick and easy with no trenching, cabling or disruption to traffic flow. All of the beacons are watertight and designed to operate in harsh environments.

To enhance the visibility of street name signs and traffic signs, IRD now offers LED edge-lit illumination. LED edge-lit technology is the new standard for internally illuminated street name and traffic signs. LEDs mounted on the edges of the signs illuminate the sign surface as opposed to the light source coming from behind the sign. The signs feature maintenance free operation for 50,000+ hours and consume 1/10th the energy of fluorescent signs and 1/2 the energy of LED retrofit kits. Typical applications include large signalized intersections, regulatory signs, tourist corridors, business districts, and streetscape projects.

Other traffic safety products and systems offered by IRD include Dynamic Workzone Safety Systems, Roadside Heavy Truck Warning Systems, Radar Speed Displays, Portable and Permanent Variable Message Signs, and Portable Flashing Beacons/Chevrons.

For additional information about any of IRD's Traffic Safety Products please click <http://products.irdinc.com/html/safety/index.htm> or contact IRD Product Sales by email at product.info@irdinc.com or by phone at 1-877-747-3487.

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