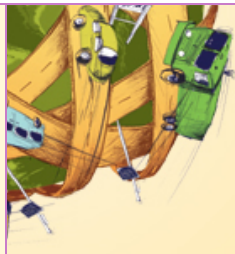




International
Road Dynamics Inc.



INTERNATIONAL ROAD DYNAMICS INC.

IRD NEWSLETTER - SPRING 2007

www.irdinc.com

DID YOU KNOW?

QUALITY TRAFFIC DATA
HAS A 5 TO 1 RETURN ON
INVESTMENT.

IRD MARKETS

[Weigh-In-Motion](#)

[Data Collection](#)

[Fleet Management
Systems](#)

[Traffic Advisory and
Safety](#)

[Maintenance and Service](#)

[Toll Sensors and Systems](#)

[Products](#)

IRD NEWSLETTER DEVELOPED BY

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Your comments are
welcome.

IRD LAUNCHES ONLINE STORE!

March 15, 2007 - IRD (International Road Dynamics Inc.) is excited to announce the launch of its new online store!

www.irdonlinestore.com

This new website will allow customers of IRD to compare different data collection products, make purchases by credit card, and view the latest sales and discount packages that are available.

This new online store is being launched with our core traffic counters and classifiers which include: the Mini-T.R.S. Classifier, the Traffic ACE product line, as well as the Tracker handheld counter.

The website currently allows for customers to make VISA and MasterCard payments online. Protecting all customer information is of high importance to IRD. Customers can be assured that they are using a secure online system which is both quick and convenient.

The arrival of this online store is just in time to meet the increased demand for these product lines during the spring season. IRD prides itself on customer service and prompt shipping of all of its products. The simplicity of the new online store will help to provide customers with the easy access to products that they require.

IRD WOULD LIKE TO WELCOME ALL NEW AND ONGOING CUSTOMERS TO VISIT ITS NEW ONLINE STORE AT www.irdonlinestore.com.

If you have any questions or would like more information on IRD's products; please do not hesitate to contact our helpful and friendly product sales team at (877)747-3487 or email: products@irdinc.com

This newsletter is to keep you informed about IRD's new technologies and successes within the ITS industry. If you do not wish to receive this newsletter, please reply with unsubscribe in the subject line.

IRD is listed on the TSX – trading symbol – IRD

WWW.IRDINC.COM