



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

IRD TO PARTICIPATE IN THE ITE TECHNICAL CONFERENCE AND EXHIBIT IN SAN DIEGO, CALIFORNIA

March 23, 2007 - International Road Dynamics Inc. (IRD) will be a participant and exhibitor at the 2007 ITE (Institute of Transportation Engineers) Technical Conference and Exhibit in San Diego, California from March 25th – 28th, 2007. Among the delegates will be traffic engineers, transportation planners, consultants, transit planners, and many more traffic and transportation professionals.

IRD will be represented by Ms. Mary Griffin, Western Regional Sales Manager, and Ms. Kelly Gabrielson, Domestic Business Coordinator. Please stop by **Booth Number 212** where they will be demonstrating IRD's WIM (Weigh-In-Motion), traffic data collection, vehicle fleet, and traffic safety products.

For more information about the conference and exhibition, please visit the ITE web site at <http://www.ite.org/conference>. If you would like more information about any of IRD's systems and products, please visit our web site at www.irdinc.com or contact us at tel: 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