



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

### **IRD TO PARTICIPATE IN CANADIAN TRANSPORTATION CONFERENCE**

**October 9, 2007** – International Road Dynamics Inc. (IRD) will be participating in the Transportation Association of Canada (TAC) Annual Meeting being held this year from October 14<sup>th</sup> to 18<sup>th</sup>, 2007 in Saskatoon, Saskatchewan. The largest of its type in Canada, the TAC meeting draws several hundred delegates from across the transportation sector representing Public, Private and Academic concerns. As a long time member, IRD continues to be an active participant in TAC and will have an exhibit showcasing IRD technology and systems.

Along with IRD's participation in the exhibition, IRD will also be hosting two tours (C-1 and C-2) of its Saskatoon based headquarters, including several detailed presentations and demonstrations. IRD systems are installed worldwide.

Mr. Brian Taylor, Vice President of Technical Sales, and Mr. Rob Bushman, Advanced Application Engineer will be representing IRD throughout the conference. Mr. Taylor will be presenting a paper entitled "Development and Deployment of a Remotely Controlled Weigh Station", as part of a session on protection of pavements.

IRD invites all interested conference delegates to visit **IRD Booth #37** at the conference exhibition. IRD representatives will have information on IRD's systems and technologies. See how new IRD initiatives can help preserve, manage increase the safety of highway facilities.

For more information about the conference visit the TAC Website at [www.tac-atc.ca](http://www.tac-atc.ca) or if you would like any information on any of IRD's systems, please contact Mr. Brian Taylor at tel: (306) 653-6611 or at Email: [brian.taylor@irdinc.com](mailto:brian.taylor@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)