



INTERNATIONAL ROAD DYNAMICS INC.
Corporate Offices: Canadian - 702 43rd St. E. Saskatoon, SK S7K 3T9
U.S. – 2402 Spring Ridge Drive, Suite E Spring Grove, IL 60081

BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD TO PARTICIPATE IN ATSSA CONVENTION AND TRAFFIC EXPO

February 4th, 2008 – International Road Dynamics Inc. (IRD) will be participating in the 38th Annual American Traffic Safety Services Association (ATSSA) Convention and Traffic Expo from February 8th to 12th, 2008 in New Orleans. The program and exhibits are dedicated to issues and products related to all aspects of temporary traffic control and roadway safety, with several thousand attendees expected.

IRD will be represented at **Booth #931** in the Traffic Expo by Mr. Rob Bushman and Mrs. Mary Griffin, where they will provide information on IRD's traffic safety products and intelligent work zone traffic management systems.

In addition, Mr. Bushman will make a presentation at the workshop session titled “**ITS Applications for Work Zone Traffic Management: Perspectives on Deployment for Public and Private Organizations**” where he will provide a vendor's perspective on the use of ITS in work zones.

For more information about Traffic Expo, visit the ATSSA website at www.atssa.com/cs/atssa-2008-traffic-expo or if you would like any information on the presentation or any of IRD's systems, please contact Mr. Rob Bushman at tel: (306) 653-6825 or at Email: rob.bushman@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