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## **BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION**

### **IRD TO PARTICIPATE AT INTERTRAFFIC IN AMSTERDAM**

**March 24, 2008** – International Road Dynamics Inc. (IRD) will be participating in INTERTRAFFIC AMSTERDAM on April 1 – 4 in Amsterdam, the Netherlands. It is the most important and largest international platform for transportation infrastructure, traffic management, safety and parking sectors.

Intertraffic Amsterdam is organized once every two years to ensure that the products shown at the exhibition are completely new. With more than 25,000 professional visitors and exhibitors attending, Intertraffic offers a fully comprehensive overview of the traffic and transport industry.

IRD will be represented at **Booth #01.428** by Mr. Terry Bergan, President & CEO, and Mr. Joe Clavelle, Director International Business. Please stop by our booth to learn more about our innovative traffic products and systems, including IRD's WIM@Toll and how it can integrate with your existing operations.

For more information about INTERTRAFFIC AMSTERDAM, please visit the conference website at [www.amsterdam.intertraffic.com](http://www.amsterdam.intertraffic.com). If you would like information about any of IRD's systems and products, please contact Mr. Joe Clavelle at 306.653.6600 or via email: [joe.clavelle@irdinc.com](mailto:joe.clavelle@irdinc.com) or visit our web site at [www.irdinc.com](http://www.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)