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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD TO PARTICIPATE IN MAJOR NORTH AMERICAN TRAFFIC CONFERENCE (NATMEC)

July 24, 2008 – International Road Dynamics Inc. (IRD) will be participating in the North American Traffic Monitoring Exposition and Conference (NATMEC) in Washington DC, August 6th to 8th, 2008. This gathering is held every two years, and is attended by multi-level government representatives, analysts, users, academia, and private sector groups involved in traffic data collection and analysis.

As the world leader in the supply and maintenance of Weigh-In-Motion systems, IRD will be demonstrating and displaying its innovative products. IRD will also be showcasing the iSINC electronics package, the most technically advanced WIM system available on the market today. Learn how IRD is changing the way many agencies collect data through service and data collection partnerships, including long term maintenance, system upgrades, data verification, and data hosting.

IRD will be represented by Mr. Randy Hanson, Executive VP & COO, Mr. Roy Czinku, Manager of Service Sales, Mr. Bruce Myers, Northeast Regional Manager, and Mr. Scott Sherwood, US Operations Production Manager.

We look forward to your visit at IRD's Booth # 402/404!

For more information about the conference visit NATMEC 2008's website <http://www.trb.org/calendar> or if you would like information on any of IRD's systems, please contact Mr. Roy Czinku at tel: (306) 653-6627 or at Email: roy.czinku@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