



## INTERNATIONAL ROAD DYNAMICS INC.

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**For Immediate Release: July 25, 2008**

### **IRD AWARDED CDN \$1.03 MILLION CONTRACT IN INDIA**

**Saskatoon, SK JULY 25, 2008** - International Road Dynamics Inc. (IRD) announced today that its wholly-owned subsidiary IRD South Asia has been awarded a contract for the supply, installation and commissioning of a twelve lane toll collection system, two Slow Speed Weigh in Motion (SSWIM) systems, and a Highway Traffic Management System (HTMS). The systems are to be implemented at and along India's National Highways in the southern part of the country by Madhucon Projects Ltd. through their project SPV, TN (DK) EXPRESSWAYS LIMITED. The contract value is approximately at CDN \$ 1.03 Million.

IRD's HTMS system, the first for IRD in India, will use Emergency Call Boxes, Automated Traffic Counters and Classifiers Weather Stations, Variable Message Signs and CCTV cameras to monitor a 58-kilometer four-lane stretch of highway. All sub-systems will be connected over an optical fiber backbone to transfer voice, video and data back to a central control room, which will be equipped with state-of-art servers and video screens to provide the highway operator the ability to monitor and manage traffic.

The toll system will feature 100% audit capabilities through IRD's automated vehicle classification sensors and video discrepancy resolution. The system will have manual as well as automated payments using smart cards and barcode tickets, as well as real-time monitoring and reporting capability to control all toll operations from a central location.

The systems are expected to be installed and operational over the next eight months.

Mr. Terry Bergan, President and CEO of IRD commented: "We are very pleased to have become an integral part of India's infrastructure improvement. We are already the market leaders for the supply of automated toll collection systems, and this new contract positions us strongly in the country's growing highway traffic management systems business. As all new highway projects are required to implement traffic management systems as part of India's modernization program, we are confident we will continue to build our presence in this market."

Mr. Bergan continued: "This is the second project awarded to IRD by Madhucon Projects, and we are proud that our commitment to quality, and client service continues to strengthen relations with our existing clients and to generate new and repeat business".

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 Canada 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.

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The Company's shares trade on the Toronto Stock Exchange under the symbol IRD.

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IRD is listed on the TSX - trading symbol - IRD

[www.irdinc.com](http://www.irdinc.com)