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

### **IRD TO PARTICIPATE IN THE 2008 ITE ANNUAL CONFERENCE AND EXHIBITION**

**August 7, 2008** - International Road Dynamics Inc. (IRD) will be a participant and exhibitor at the 2008 ITE (Institute of Transportation Engineers) Annual Conference and Exhibition in Anaheim, California from August 17<sup>th</sup> to 19<sup>th</sup>, 2008. Among the delegates will be traffic engineers, transportation planners, consultants, transit planners, and many more traffic and transportation professionals.

IRD will be represented by Mrs. Mary Griffin, Western Regional Sales Manager, and Ms. Kelly Gabrielson, ITS Business Coordinator. Please stop by Booth Number 1116 where they will be demonstrating IRD's Virtual Weigh Station, traffic data collection, vehicle fleet, and traffic safety products.

For more information about the conference and exhibition, please visit the ITE web site at <http://www.ite.org/AnnualMeeting/default.asp>. If you would like more information about any of IRD's systems and products, please contact Mary Griffin at tel: 949-916-6593 or visit our web site at [www.irdinc.com](http://www.irdinc.com) or contact us at tel: 1-877-747-3487.

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)