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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD TO PARTICIPATE IN THE 2008 (APWA) AMERICAN PUBLIC WORKS ASSOCIATION CONGRESS AND EXPOSITION

August 7, 2008 – International Road Dynamics Inc. (IRD) will be participating in the (APWA) American Public Works Association International Congress and Exposition from August 17th to 20th, 2008 in New Orleans, Louisiana. **The Best Show in Public Works** unites industry professionals for four days of extensive educational programming, workshops, and an exhibition which features the latest in traffic and public works technology. Over 4,000 public works and transportation officials are expected at the show.

IRD will be showcasing their (IVS) In Vehicle Systems, Traffic Safety Products, as well as its full line of (IRD) Traffic Counters and Classifiers and will be represented by Mr. Carey Chomyn, Regional Manager.

We look forward to your visit at IRD's Booth # 1049

For more information about the conference please visit the **APWA 2008 Congress** website at www.apwa.net/meetings/congress/2008/ or if you would like information on any of IRD's products or systems, please contact Carey Chomyn at tel: (306) 653-6204 or email carey.chomyn@irdinc.com or visit IRD's website at 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