



CORPORATE OFFICES: CANADA - 702 - 43RD ST. E. SASKATOON, SK S7K 3T9
U.S. – 2402 SPRING RIDGE DRIVE, SUITE E SPRING GROVE, IL 60081
CHILE – MARIA L. SANTANDER 0360, PROVIDENCIA, SANTIAGO, CHILE
INDIA – VILLA 13 BLOCK 5 EROS GARDEN, SURAJKUND ROAD, CHARMWOOD VILLAGE, NEW DELHI, INDIA
BRAZIL – R DR JESUINO MACIEL, 1175 CAMPO BELO – 04615-033 SÃO PAULO, SP BRAZIL
CHINA – NO. 1 INDUSTRIAL DISTRICT JINSHANQIAO ECONOMIC DEV. ZONE XUZHOU, JIANGSU PRC 221004

BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD INCREASES GLOBAL PRESENCE WITH NEW SUBSIDIARY

Saskatoon, SK. September 16, 2008 – International Road Dynamics Inc. (IRD) announced today that it has established a new subsidiary: International Road Dynamics Africa Limited in the Federal Republic of Nigeria. This new venture enhances IRD’s global presence, joining the Company’s wholly and partially owned operations in Canada, the United States, China, Brazil, Mexico, India and Chile.

“With the growing number of infrastructure projects in Nigeria, and the need for tolling and weight control systems in the region, we believe this is an excellent opportunity to increase our presence in the country and contribute our expertise in assisting with these projects,” commented Mr. Terry Bergan, IRD’s President and CEO.

Mr. Bergan continued: “Governments around the world recognize that investing in their country’s infrastructure, including building and protecting their highways and roadways, is key to economic growth. IRD’s proven ability to design, install and maintain sophisticated, functional and cost-effective Intelligent Transportation Systems positions us strongly to participate in this rapidly growing global marketplace.”

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.

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

FOR MORE INFORMATION PLEASE CONTACT:

Terry Bergan, President & CEO

Phone: (306) 653-6600

U.S. (303) 355-5998

Francine Senecal-Lepage, Investor Relations

Phone: (306) 653-6603

Fax: (306) 653-6609

Email: irdir@irdinc.com

IRD is listed on the TSX - trading symbol - IRD

www.irdinc.com