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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD FEATURES INNOVATIVE TRAFFIC SAFETY TECHNOLOGY AT ATSSA

January 30, 2009 - International Road Dynamics Inc. (IRD) will join approximately 3000 other roadway safety professionals in San Jose, California for the 39th Annual American Traffic Safety Services Association (ATSSA) Convention and Traffic Expo from February 1st to 5th, 2009. Traffic Expo is a showcase of traffic safety products and systems from pavement markings to Intelligent Transportation Systems (ITS).

IRD will be represented by Mr. Rod Klashinsky, Vice-President of North American Sales. We invite you to visit him in **Booth No. 1818 at the McEnery Convention Center** to discuss your traffic control and work zone safety requirements. IRD will be featuring its Lane Merger, Travel Messenger, and Speed Manager Systems. Additionally, work zone safety products such as portable variable message signs and radar speed displays will be exhibited by IRD.

For further information about the conference and exhibition, please visit <http://www.atssa.com/cs/atssa-2009-traffic-expo>. For further information about IRD safety systems and products, please contact Rod Klashinsky at tel: 306-653-6600 or at e-mail: rod.klashinsky@irdinc.com or visit our web site 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 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:

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IRD is listed on the TSX - trading symbol - IRD

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