



INTERNATIONAL ROAD DYNAMICS INC.
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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

Traffic Counting Season is Approaching

April 7, 2009 - As we approach the end of the fiscal year, it is a good time to take stock and get ready for the busy spring season. International Road Dynamics Inc. (IRD) can assist you with your traffic data collection, monitoring, and safety requirements. Please contact us for more information and pricing on the following:

- Traffic Counters/Classifiers and Accessories
- Traffic Sensors, Grouts and Epoxies
- WIM (Weigh-In-Motion)
- Non-intrusive Sensors
- Radar Speed Displays
- Portable Variable Message Signs
- Traffic Safety Equipment
- Driver and Fleet Management Systems

We have attached a brochure for your information.

Please contact us at tel: 1-877-747-3487, e-mail: product.info@irdinc.com or visit our web site at www.irdinc.com.

We look forward to hearing from you.

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



**We make
highways
talk™**

- **MANAGEMENT**
- **SAFETY**
- **PRESERVATION**

International Road Dynamics Inc. develops and maintains traffic management products and systems technology that make highways talk. What are they saying? They are providing information that roadway administrators need to manage traffic, preserve infrastructure and provide safety warnings to drivers.

IRD's multi-discipline, innovative and customer-focused team is expert in advanced technologies, advanced traffic solutions and custom-designed systems.



**CUSTOMER
DRIVEN™**

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About IRD

IRD is an Intelligent Transportation Systems (ITS) company and a world leader in the highway traffic management and in-vehicle systems solutions industry. IRD was founded by Dr. A.T. Bergan, a world renowned expert in transportation and civil engineering. IRD's technology base evolved from Weigh-In-Motion (WIM), vehicle detection and vehicle measuring systems.



Over its nearly 30 year history, IRD has diversified both from a markets and geographical perspective. IRD Systems are designed and built by a multi-disciplinary, customer-focused team which fuses core IRD technology with integrated computing and communications technologies. IRD operates in the following markets:

- Commercial Vehicle Operations (CVO)
- Traffic Data Collection and Reporting
- In-Vehicle Fleet Management (IVS)
- Toll Systems
- Traffic Safety and Security Systems
- Service and Maintenance Programs

About IRD

Operations

IRD's corporate headquarters are in Saskatoon, Canada with corporate subsidiaries in the U.S., Chile, Mexico, India, and Nigeria and partnerships in Brazil and China. In addition, IRD is represented in other parts of the world through a network of factory-trained Distributors. IRD systems are installed around the globe, with major installations throughout North and South America, Asia, the Middle East, and Europe.



A Global Solutions Provider

IRD technologies are an important element in enhancing the environmental performance of customers by reducing greenhouse gas emissions. By keeping vehicles moving smoothly, efficiently and safely, IRD's Intelligent Transportation Systems have resulted in significant pollution reduction and fuel savings on a global basis.



Intelligent Transportation Systems (ITS)

ITS encompasses a synergy between the roadway and the vehicle. IRD systems capture both of these aspects. IRD roadway systems assist agencies to monitor traffic, enforce vehicle regulations, and collect roadway usage fees. With respect to in-vehicle and fleet management, IRD systems enable customers to monitor their vehicle fleet to generate savings, improve driver habits, and to secure the safety and security of their assets.



Quality Service

With an extensive network of service depots and partners, IRD supports projects and products with preventative, scheduled and emergency maintenance. Skilled Engineers and Technicians have the experience and resources to keep the customers' systems and products operational.



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Publicly Traded on the TSX (Symbol IRD)
Find out more about IRD on our website: www.irdinc.com

IRD products and components are protected by one or more worldwide patents and/or trademarks. IRD reserves the right to change, modify, or improve its products at any time without notice.

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