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

### **IRD TO PARTICIPATE AND PRESENT AT IMSA CANADIAN PRAIRIE SECTION ANNUAL CONFERENCE**

**April 15, 2009-** IRD (International Road Dynamics Inc.) will be participating and presenting at the IMSA (International Municipal Signal Association) Regional Annual General Meeting and Trade Show, April 21<sup>st</sup> to 23<sup>rd</sup>, 2009 in Saskatoon, Saskatchewan, Canada. The theme of the IMSA Conference is “Meeting New Challenges” and will highlight Traffic Technology. As part of the conference agenda, a tour of the International Road Dynamics operations is scheduled for the afternoon of April 21<sup>st</sup>.

In addition, Mr. Rod Klashinsky, Vice-President of North American Sales and Special Projects, will be presenting a paper on Virtual Weigh Station applications across North America. Virtual Weigh Stations, which utilize WIM (Weigh-In-Motion), advanced vehicle (video) image technology, and internet based communications, are used to monitor and assist with the weight and credential enforcement of commercial vehicles .

At the trade show, IRD will be showcasing its Intelligent Transportation Systems (ITS), including traffic monitoring, traffic sensors, Weigh-In-Motion, and driver management and information systems. Please visit us at our booth to discuss how we can assist you with our traffic solutions.

For further information about the IMSA Conference and Trade Show, please visit the web site at <http://www.canadianprairie.imsasafety.org>. For further information about IRD Systems and Products, please contact Rod Klashinsky at tel: 306-653-6600 or at e-mail: [rod.klashinsky@irdinc.com](mailto:rod.klashinsky@irdinc.com) or visit our web site at [www.irdinc.com](http://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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