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## BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

### IRD TO PARTICIPATE IN THE AMERICAN PUBLIC WORKS ASSOCIATION (APWA) NORTH AMERICAN SNOW CONFERENCE

**April 23, 2009** - International Road Dynamics Inc. (IRD) will be a participant and exhibitor at the American Public Works Association North American Snow Conference from April 26-28, 2009 in Des Moines, Iowa.

Over 1,000 participants are expected representing Public Works departments throughout North America. The annual APWA gathering enables professionals to participate in educational sessions which feature critical issues relevant to today's snow removal professionals.

IRD will showcase its Winter Maintenance Fleet Management System. This system helps locate and track snow plows and spreaders, and keeps track of when and where the plow or spreader is engaged.

IRD will be represented by Mr. Tony Reynolds, Fleet Sales Manager, and Ms. Kelly Gabrielson, Domestic Business Coordinator. Please stop by **Booth Number 912** to discuss any of your Fleet Management requirements.

For further information about the APWA Snow Conference, please visit the show website at <http://www.apwa.net/Meetings/Snow/>. For additional information about IRD's products and systems, please contact Kelly Gabrielson at (306) 653-9714 or e-mail: [kelly.gabrielson@irdinc.com](mailto:kelly.gabrielson@irdinc.com) or visit IRD's 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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