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## BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

### IRD TO PARTICIPATE IN ANNUAL ITS CANADA EVENT

**MAY 5, 2009** - International Road Dynamics Inc. (IRD) will exhibit and demonstrate our systems and products at the ITS Canada Annual Conference and Exposition to be held in Edmonton from May 10<sup>th</sup> to 13<sup>th</sup>, 2009. IRD is a co-sponsor of the conference, and the theme this year is "ITS - Transportation Solutions for Growth and Sustainability".

More than 200 delegates are expected from across Canada and internationally for the conference and exhibition. IRD will be represented by Mr. Rod Klashinsky, VP of Sales and Special Projects, and Mr. Brett Stevenson, Systems Sales Representative. IRD looks forward to your visit to our trade show **Booth No. 10** where we will display advanced ITS products and systems.

Additionally, IRD will participate in a technical tour on May 10<sup>th</sup> of the Leduc Truck Inspection Station where the new Automated Vehicle Identification System (AVI) will be demonstrated. The system is part of a province-wide initiative. The AVI Systems were purchased by Alberta Infrastructure and Transportation with IRD responsible for installation and maintenance of the systems. It provides PIC (Partners in Compliance) carriers which have a good safety performance history with the potential for pre-clearance at selected Alberta Truck Inspection Stations.

For more information about the conference, exhibition and technical tours, please visit ITS Canada's web site at <http://www.itscanada.ca/edmonton2009/confEN.htm>. If you would like more information about any of IRD's 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.

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IRD is listed on the TSX - trading symbol - IRD

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