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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD TO PARTICIPATE AT ITE ANNUAL MEETING AND EXHIBITION

July 31, 2009 - International Road Dynamics Inc. (IRD) will exhibit and demonstrate its systems and products at the ITE (Institute of Transportation Engineers) in San Antonio, Texas from August 9-12. More than 1,000 delegates from across North America and internationally will attend the exhibition and technical sessions.

The meeting offers 52 technical sessions, divided into five tracks: Traffic Engineering and Design, Safety, Planning, Transportation Operations, Conversation Circles and Professional Development Seminars. Delegates to the event include Traffic Engineers, Transportation Planners, Consultants, Researchers and others.

IRD will be represented by Mr. Rod Klashinsky, VP of Sales and Special Projects. He will be displaying IRD's traffic monitoring and data collection systems, virtual weigh stations, and intelligent traffic safety systems. IRD looks forward to your visit to our trade show exhibit, booth no. 526.

For more information about the conference and exhibition, please visit ITE's web site at <http://www.ite.org/AnnualMeeting/default.asp>.

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 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.

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IRD is listed on the TSX - trading symbol - IRD

www.irdinc.com