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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD TO PARTICIPATE AT IMSA ANNUAL CONFERENCE AND EXHIBITION

August 19, 2009 - International Road Dynamics Inc. (IRD) will exhibit and demonstrate its systems and products at the IMSA (International Municipal Signal Association) Exhibition in Orlando, Florida from August 23rd to 25th, 2009. Conference technical sessions include FHWA (Federal Highway Administration) standards, Intelligent Transportation Systems, and traffic sensors and detectors.

IRD will be represented by Mr. Scott Sherwood, Regional Products Manager. Scott will demonstrate IRD's traffic monitoring and data collection systems and intelligent traffic safety products. IRD looks forward to your visit to our trade show exhibit, booth no. 610.

For more information about the conference and exhibition, please visit IMSA's web site at <http://www.imsasafety.org/2009conf/2009conf.html>.

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

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