



INTERNATIONAL ROAD DYNAMICS INC.

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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD TO PARTICIPATE IN NATIONAL RURAL ITS CONFERENCE

August 20, 2009 - International Road Dynamics Inc. (IRD) will exhibit and demonstrate its systems and products at the NRITS (National Rural Intelligent Transportation Systems) Conference in Seaside, Oregon from August 23rd to 27th, 2009. The conference theme is: “Advancing ITS to the Next Level” and it promises to provide a variety of networking opportunities.

IRD will be represented by Mr. Roy Czinku, Customer Service Sales Manager, who will demonstrate IRD’s Commercial Vehicle Operations (CVO) capabilities and provide insight on the Smart Roadside Operating System. IRD looks forward to your visit to our trade show exhibit, **Booth No. 7**. Mr. Czinku will also present how ITS Systems can be used for rural applications at a luncheon as part of the conference proceedings.

For more information about the conference and exhibition, please visit the NRITS web site at www.nritsconference.org.

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.

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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