



INTERNATIONAL ROAD DYNAMICS INC.

CORPORATE OFFICES: **Canada:** 702 - 43rd St. E. Saskatoon, SK S7K 3T9

U.S.: 2402 Spring Ridge Drive, Suite E Spring Grove, IL 60081

CHILE: Maria L. Santander 0360, Providencia, Santiago, Chile

INDIA: Villa 13 Block 5 Eros Garden, Surajkund Road, Charmwood Village, New Delhi, India

Brazil – Rua Dr Jesuino Maciel, 1175 Campo Belo – 04615-033 Sao Paulo, SP Brazil

CHINA – No. 1 Industrial District Jinshanqiao Economic Dev. Zone Xuzhou, Jiangsu PRC 221004

For Immediate Release

NEW YORK AWARDS IRD CDN\$1.5 MILLION TRAFFIC DATA COLLECTION CONTRACT

Saskatoon, SK August 20, 2009 - International Road Dynamics Inc. (IRD) announced today that the New York State Department of Transportation (NYSDOT) has awarded a long-term contract to IRD for sites located in New York City, Nassau, Suffolk, Rockland, and Westchester Counties. The contract is valued at approximately **CDN \$1,500,000** and runs a minimum of two years and up to five years, with an option to renew annually by the State. Under the contract, IRD will install, upgrade, repair, operation, and maintain the data collection sites.

There are four (4) different types of Traffic Data Collection sites within the contract. These include Continuous Count, Automatic Vehicle Classification (AVC), Weigh-in-Motion (WIM), and Permanent Short Count sites. The scope is to provide overall repair and maintenance services for these existing sites, as well as installation of new sites to enhance the NYSDOT Data Collection Program.

NYSDOT collects, summarizes, and interprets information about the traffic traveling on the State's Highway System. The data is used to assess transportation needs and system performance, as well as to develop highway planning and programming recommendations. Traffic data is also important for route planning and in the design of highway projects.

IRD's President and CEO, Mr. Terry Bergan, states "We are excited about our ongoing, long-term partnership. This contract along with previous and existing contracts with the State, are examples of how we are creatively leveraging our strong reputation, customer focus and patented ITS technologies to deliver value to our customers."

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.

- 30 -

The Company's shares trade on the Toronto Stock Exchange under the symbol IRD.

FOR MORE INFORMATION PLEASE CONTACT:

Terry Bergan, President & CEO

Phone: (306) 653-6600

U.S. (303) 355-5998

Francine Senecal-Lepage, Investor Relations

Phone: (306) 653-6603

Fax: (306) 653-6609

Email: irdir@irdinc.com

IRD is listed on the TSX - trading symbol - IRD

www.irdinc.com