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## **BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION**

### **IRD TO PARTICIPATE IN TWO ANNUAL MEETING AND EXHIBITIONS: ITS MIDWEST AND ITS TENNESSEE**

**October 2, 2009** - International Road Dynamics Inc. (IRD) will exhibit and demonstrate our systems and products at the **ITS Midwest Annual Conference and Exposition in Indianapolis, Indiana from October 7<sup>th</sup> to 8<sup>th</sup>**. Delegates from Illinois, Indiana, Kentucky, and Ohio will be in attendance to discuss and view the latest developments in ITS.

IRD will be represented by Mr. Rod Klashinsky, Vice-President of Sales and Special Projects. Please stop by **Booth No. 23** to view IRD's latest traffic and ITS solutions, including Virtual Weigh Stations, traffic monitoring and data collection products, traffic management and control systems, and traffic safety innovations.

For more information about the ITS Midwest Conference and Exhibition, please visit <http://www.itsmidwest.org/events/2009/index.shtml>.

**IRD will also be a sponsor and exhibitor at the Third ITS Tennessee Annual Meeting and Exhibition in Knoxville from October 7<sup>th</sup> to 9<sup>th</sup>**. This year's annual meeting is expected to draw a large delegation of local and regional ITS professionals.

IRD will be represented by Mr. Eric Hooks, Regional Sales Manager. Please stop by our trade show booth to view IRD's ITS products and systems. Eric will demonstrate IRD's traffic data collection solutions including our Enterprise Reporting Software for multiple site reporting, traffic counters/classifiers, non-intrusive data collection products, WIM (Weigh-In-Motion), traffic management solutions, and traffic safety systems.

For more information about this meeting and exhibition, please visit the ITS-TN web site at <http://www.itstn.org>.

If you would like more information about any of IRD's systems and products, please visit our web site at [www.irdinc.com](http://www.irdinc.com). Or Call 1-306-653-6600 or email [info@irdinc.com](mailto:info@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.

**FOR MORE INFORMATION PLEASE CONTACT:**

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IRD is listed on the TSX - trading symbol - IRD

[www.irdinc.com](http://www.irdinc.com)