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BUSINESS UPDATE ONLY

IRD - PAT BENDING PLATE[®] SCALE WIM ACHIEVES MILESTONE

October 15, 2009 - IRD (International Road Dynamics Inc.) is pleased to announce that it has achieved a global milestone of more than 10,000 Bending Plate[®] Scale WIM or Weigh-In-Motion installations. Customers include Federal, State, Provincial, City and Municipal government agencies, private corporations, toll authorities and the high profile U.S. Federal Highway Authority and the Transport Canada LTPP (Long Term Pavement Performance Program). IRD Bending Plates[®] are installed in all weather conditions from the extreme cold of Canada's north and Chile's South, to the excessive heat of the deserts in the Middle East, Latin America and Africa.

The IRD Bending Plate[®] Scale is world renowned for truck weighing and screening at truck weigh stations and IRD virtual weigh stations, WIM@Toll[™] or toll by weight, and traffic data collection systems. IRD's more than 10,000 Bending Plate[®] System installations make up over half of its WIM technology placements. Other WIM technologies supplied by IRD include Single Load Cell (SLC) scales, Lineas[®] Quartz sensors, Piezoelectric sensors and Slow Speed WIM (SSWIM) scales.

The rugged Bending Plate[®] Scale provides long life, excellent stability, reliability and accuracy over a wide range of environmental, traffic density and speed conditions. The IRD-PAT Bending Plate[®] satisfies the ASTM E1318-09 *Standard Specifications for Highway Weigh-in-Motion (WIM) Systems* and performance requirements for Type I WIM systems, and the COST 323 "Weigh-in-Motion of Road Vehicles" performance requirements for Type B and Type C WIM. The IRD Bending Plate[®] is available in sizes to suit all lane widths and can be installed in asphalt or Portland cement or concrete pavements.



IRD - PAT BENDING PLATE[®] SYSTEM WIM Scale

The IRD-PAT Bending Plate[®] Scale provides an accurate, reliable, durable and cost effective WIM solution. IRD is the only supplier and integrator of all types of WIM, including the Single Load Cell scales, Bending Plate[®] (BP) scales, Lineas[®] Quartz sensors, Piezoelectric sensors, and Slow Speed WIM (SSWIM) scales.

IRD WIM technologies are integrated with the IRD iSINC[™] and other traffic data systems to provide advanced truck weighing, traffic data, traffic safety, toll collection, and security and access control systems. IRD also offers comprehensive maintenance services for our WIM and all IRD products and systems.

For more information about IRD's systems, products or services, please visit our web site at www.irdinc.com or contact Rod Klashinsky at tel: 306-653-6600 or e-mail: rod.klashinsky@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