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BUSINESS UPDATE ONLY

IRD TO PARTICIPATE IN NATIONAL TAC-ATC CONFERENCE

October 16th, 2009 - International Road Dynamics Inc. (IRD) will exhibit and demonstrate its systems and products at the 2009 TAC (Transportation Association of Canada) Conference in Vancouver, British Columbia from October 18th to 21st, 2009. The conference theme is: “Transportation in a Climate of Change”. Hundreds of public and private sector representatives from transportation departments all over Canada and abroad will be meeting on issues surrounding transportation and its responsibility for a *Greener* future.

IRD will be represented by Dr. Art Bergan, IRD’s Founder and the Chairman of IRD’s Board of Directors, Mr. Rod Klashinsky, Vice-President of Sales and Special Projects, and Mr. Harrison McTavish, Sales and Marketing Representative. Mr. Klashinsky will make a presentation on “Real World Applications of Virtual Weigh Stations” as part of the conference proceedings.

IRD looks forward to your visit to our trade show exhibit, **Booth No. 20**, where we will demonstrate our WIM (Weigh-In-Motion), traffic management, and traffic safety systems and products.

For more information about the conference and exhibition, please visit the TAC-ATC web site at <http://www.tac-atc.ca/>. 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.

FOR MORE INFORMATION PLEASE CONTACT:

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IRD is listed on the TSX - trading symbol - IRD

www.irdinc.com