



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 Coriolano, 2030 – Cj. 20 – V.Romana 05047-002 Sao Paulo SP Brazil

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IRD ANNOUNCES HAWAII TRAFFIC DATA COLLECTION AWARD

February 5, 2010 - International Road Dynamics Inc. (IRD) announced today that it has been awarded a contract valued at **CAD \$1.5 Million**, by the Hawaii Department of Transportation (HDOT) to provide Enhanced Vehicle Classification (EVC) Data Collection. The contract supports the HDOT's continuous traffic monitoring program and includes the delivery and installation of 35 permanent EVC sites on five of the eight major Hawaiian Islands (Hawaii, Kauai, Maui, Lanai and Oahu). Under the contract IRD will provide a web-based real time traffic information ASP (Application Service Provider) service to HDOT whereby IRD will collect and host the data and provide the HDOT proprietary and secure access to the information over the Internet. IRD's standard FHWA Traffic Monitoring Guide (TMG) and custom report generation capabilities are provided as a key component of the Company's ASP model. Work under this contract is expected to commence in the Spring of 2010.

The first year of the contract is valued at approximately \$700,000, with the balance divided over the next two option years, and includes the maintenance of the 35 EVC sites and operation of the ASP service.

Mr. Terry Bergan, IRD's President and Chief Executive Officer commented, "IRD is leading its industry in providing state-of-the-art ASP solutions and reporting functions to meet the evolving needs of highway authorities across North America and around the world. Importantly, these contracts enhance the quality and consistency of our revenue streams and provide stable and sustainable cash flows over the long-term. HDOT has been a customer of IRD's for nearly two decades and IRD has supplied HDOT with Weigh-in-Motion (WIM) and Data Collection Systems throughout Hawaii."

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