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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD TO PARTICIPATE AND PRESENT AT ITS AMERICA ANNUAL MEETING AND EXPOSITION

April 29, 2010, Saskatoon, SK – International Road Dynamics Inc. (IRD) is pleased to participate in the 20th Annual ITS America Annual Meeting and Exposition from May 3rd to 5th, 2010 in Houston, Texas. The theme this year is Connecting Communities through Smart Transportation Solutions. 50 sessions are scheduled with industry leaders who will discuss cost-effective technologies and strategies to address transportation challenges.

IRD will be represented at the conference and exposition by Mr. Rod Klashinsky, Vice-President of North American Sales and Mr. Eric Hooks, Regional Manager. Please visit **Booth No. 708** to discuss and view our advanced ITS solutions, including Commercial Vehicle Pre-screening, Virtual Weigh Stations, Toll Systems, Traffic Data Collection, Intelligent Driver Management, and Traffic Control Systems. Mr. Klashinsky will also present a paper entitled “Tolling Overweight Vehicles on Highways” at one of the sessions.

For more information about the conference please visit ITS America’s website at <http://www.itsa.org/annualmeeting.html>. If you would like information about any of IRD’s systems and products, please contact Mr. Rod Klashinsky at tel: (306) 653-6600 or at Email: 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

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