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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD TO PARTICIPATE IN 16TH IRF (INTERNATIONAL ROAD FEDERATION) WORLD MEETING

May 14, 2010, Saskatoon, SK – International Road Dynamics, Inc. (IRD) will be participating in the 16th IRF (International Road Federation) World Meeting in Lisbon, Portugal from May 25th to 28th, 2010. The conference theme is Intelligent Transportation Systems (ITS) with sessions on infrastructure, security and mobility.

At the conference IRD will be joined by Dr. Curtis Berthelot of PSI Technologies Inc. to introduce the IRD-PSI “Know Your Road” highway infrastructure performance forecasting system. IRD will be represented by Mr. Terry Bergan, President and CEO and Mr. Roberto Santos, Regional Manager. Representing PST will be Dr. Curtis Berthelot, President and CEO.

Please visit **Booth No. G10** to find out more about the ‘Know Your Road’ system and how it will help to predict highway life cycle costs, maintenance needs and costs, and help to manage sustainable infrastructure to save money, and information about Toll, Automated Weigh Stations, WIM@Toll and the Forecasting Model or Prediction Model to obtain Sustainable Infrastructure and Maximize Utility, also about IRD’s systems and products including traffic safety, traffic data collection and ITS solutions.

For more information about the conference and exhibition, please visit the IRF web site at www.irf2010.com . If you would like more information about any of IRD’s systems and products, please contact Roberto Santos at tel: 306-653-6600, e-mail: roberto.santos@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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