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## BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

### IRD TO CO-SPONSOR AND PARTICIPATE IN ANNUAL ITS CANADA EVENT

**June 7, 2010** - International Road Dynamics Inc. (IRD) will present and exhibit at the ITS Canada Annual Conference and Exposition in Ottawa, Ontario which runs from June 13<sup>th</sup> to 16<sup>th</sup>, 2010. IRD is a gold sponsor of the conference, and the theme this year is "ITS: For Efficient, Safe and Clean Transport", recognizing the important role that intelligent transportation plays in moving people and goods efficiently, safely and sustainably across the country.

The conference is sold out with more than 300 delegates expected from across Canada and internationally for the conference and exhibition. IRD will be represented by Mr. Rod Klashinsky, VP of Sales and Special Projects, and Mr. Jim Wirachowsky, Regional Field Representative. IRD looks forward to your visit to our trade show **Booth No. 20** where we will display and demonstrate IRD's advanced ITS products and systems.

Mr. Klashinsky will also make a presentation entitled "*Strategic Commercial Vehicle Enforcement to Reduce GHG Emissions and Infrastructure Damage*" on Wednesday, June 16<sup>th</sup>.

For more information about the conference, exhibition and technical tours, please visit ITS Canada's web site at <http://www.itscanada.ca/ottawa2010/confEN.htm#Intro>.

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](mailto:rod.klashinsky@irdinc.com) or visit our web site at [www.irdinc.com](http://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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