



INTERNATIONAL ROAD DYNAMICS INC.

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For Immediate Release

INTERNATIONAL ROAD DYNAMICS SECOND QUARTER 2010 RESULTS & CONFERENCE CALL

Saskatoon, SK - July 9, 2010 - International Road Dynamics Inc. (IRD) announced today that it will issue its results for the three and six months ended May 31, 2010 on the afternoon of Wednesday, July 14, 2010.

A conference call to discuss the Company's financial results will be hosted by management on Thursday, July 15, 2010 at 11:00 a.m. Eastern Time. Interested participants may dial (416) 849-2698 or toll-free at (866) 400-2270 to access the call.

For those unable to participate in the telephone conference call, a recording of the call (Instant Replay) will be available following the call by dialing (416) 915-1035 or toll free (866) 245-6755. The Passcode for the Instant Replay is 772890#. A webcast recording of the conference call will also be available on the Company's 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.

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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