



INTERNATIONAL ROAD DYNAMICS INC.

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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD TO PRESENT AND EXHIBIT AT NATIONAL RURAL ITS CONFERENCE

July 29th, 2010 Saskatoon, SK - International Road Dynamics Inc. (IRD) will be participating in the NRITS (National Rural Intelligent Transportation Systems) Conference to be held August 1st to 4th, 2010 in Huntington, West Virginia. The theme of this year's conference is "The Bridge to Success: Engineering the Future of Rural ITS."

Delegates are expected from across the United States and internationally for the conference and exhibition. Dozens of technical sessions will complement full and half-day training opportunities. Networking functions and an ever-expanding vendor exhibition are all a part of this event.

IRD will be represented by Mr. Roy Czinku, Customer Service Sales Manager. Mr. Czinku will be making a presentation on Wednesday, August 4th, discussing how ITS and Weigh-in-Motion technologies can be shared between State agencies for the purposes of data collection, enforcement, and bridge monitoring activities. By sharing the costs and benefits of Weigh-in-Motion systems with more stakeholders, one CVO Enforcement System can be utilized by multiple groups.

IRD is also pleased to be participating in partnership with ITS Canada to sponsor the Monday lunch.

IRD looks forward to your visit to our trade show **Booth No. 8** where we will display advanced ITS products and systems. For more information about the conference and exhibition, please visit the NRITS web site at <http://www.nritsconference.org/>

For information about ITS Canada please visit their web site at <http://www.itscanada.ca/>

If you would like more information about any of IRD's systems and products, please visit our web site at www.irdinc.com or contact us at tel: 1-877-747-3487.



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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