



INTERNATIONAL ROAD DYNAMICS INC.

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BUSINESS UPDATE ONLY - NON-MATERIAL INFORMATION

IRD TO PARTICIPATE IN 2011 TAC CONFERENCE AND EXHIBITION

Saskatoon, SK September 9, 2011 - International Road Dynamics Inc. (IRD) will exhibit and demonstrate its systems and products at the TAC (Transportation Association of Canada) Conference in Edmonton, Alberta, Canada from September 11th to 14th, 2011. Join 900 of your public and private-sector transportation colleagues at the annual TAC conference. TAC is a national association with a mission to promote the provision of safe, secure, efficient, effective and environmentally and financially sustainable transportation services in support of Canada's social and economic goals.

Join us for exciting updates on IRD's Remote Control Weigh Station Implementation during the Successes in Pavement Industry "Poster Session" on Tuesday, September 13th. We are proud to announce that IRD is now the Canadian representative for Boschung Anti-Icing and Road Alert Condition Management Systems. The last stop on Technical Tour F, held on Wednesday, September 14th, will examine Boschung's Fixed Automated Spray Technology (FAST) system at the North Saskatchewan River Crossing on Anthony Henday Drive. The system allows for the immediate, fully automated anti-icing treatment of the road surface based on information from a Roadway Weather Information System (RWIS) station. We would be pleased to have you join us at our Poster Session and Technical Tour.

IRD will be represented by Dr. Art Bergan, Founder and Chairman of the Board, Mr. Randy Hanson, Executive VP & COO, and by Mrs. Ann Reinhart, Transportation Engineer-in-Training. **IRD looks forward to your visit to our trade show exhibit, Booth #218.**

For more information about the conference and exhibition, please visit the TAC website www.tac-atc.ca. If you would like more information about any of IRD's systems and products, please contact Mr. Randy Hanson at Tel: 306-653-6600 or at e-mail: randy.hanson@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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